

SM Concert Band Annual Exchange Concert, Thursday

The Sierra Madre Concert Band will play its third annual exchange concert on the "Concerts Under the Stars" series Thursday evening July 18. The band, directed by A. Allen Sheppard, will perform at 8 p.m. from the band shell in Covina City Park.

On Friday, the City of Covina Concert Band will appear at the new band shell in Sierra Madre City Park at 8 p.m.

Selections from the show "The Music Man" will highlight the program presented by the Covina musical group directed by Charles L. King.

Also featured will be Dvorak's "New World Symphony" and "Valse Triste" by Jean Sibelius, as well as compositions by Von Suppe, Hawkins, Ketyby and Cole Porter. Soloists for the evening will be Hugh Rankin, saxophone, playing "Latinata," by David Bennett, and Herman Lorence, trumpet, who will play Harold Walter's "Trumpet Holiday."

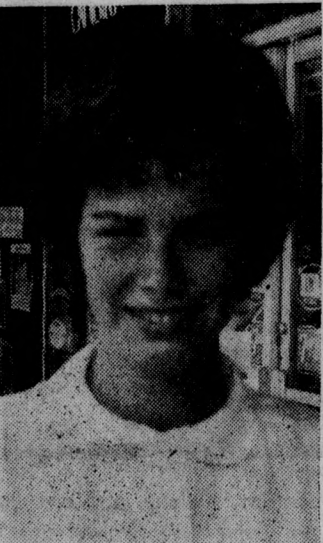
King, a Canadian with an exceptional musical background, was conductor of the Vancouver Symphonic Orchestra and of the British Columbia Regimental Concert Band until 1956 when he moved to California.

Please turn to page 6

Speak Up Citizens . . .

by Jody Beavers

Question: What do you suggest we do with our litterbugs, so as to keep our parks and city clean?



Barbara A. Bullard
10 N. Mountain Trail

"I have heard that there is a city in the area that punishes litterbugs by making the guilty one work so many hours picking up the litter, this may be a good idea for our city."



Edward Ciso
87 E. Laurel

"Litterbugs should be fined then also humiliate them, by making them work cleaning up the litter then they would have more respect for our parks and city."



Mrs. Pele Stricker & Lori Lee
670 Sierra Meadows

"I believe a stiff fine that is enforced would eliminate litterbugs, we all should be interested enough to keep our city clean, especially for our children to enjoy a clean park to play in."

Public Library

440 W. Sierra Madre

City

Sierra Madre News

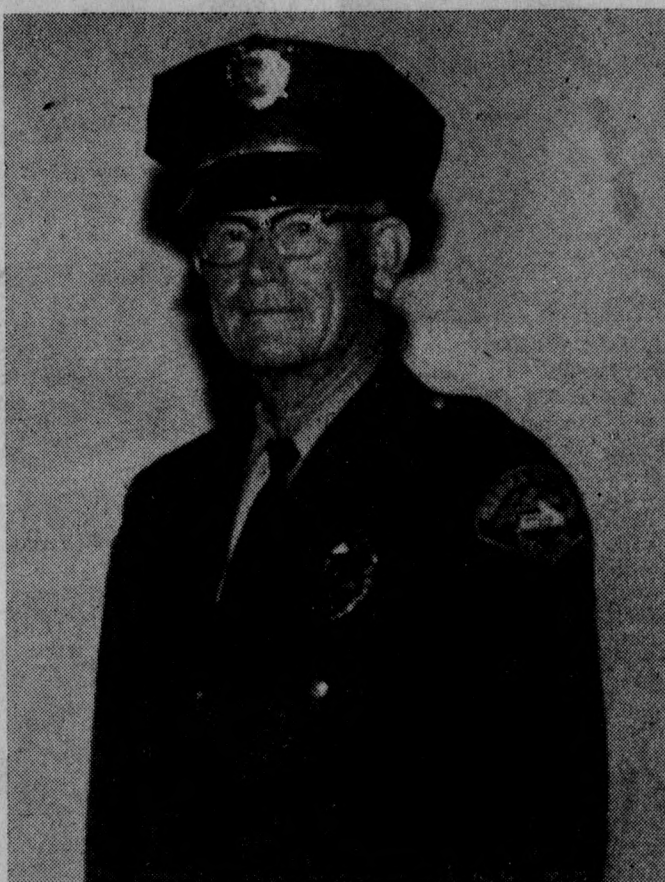
Serving 28,747 in Sierra Madre, Hastings Ranch, Sierra Madre Villa, Oaks-Highland, Rosemead-Foothill Area

\$5.00 Yearly — 10c Per Copy Phone 355-3324

Sierra Madre, California — Thursday, July 18, 1963

12 Pages — Vol. 56, No. 38

60-Mile Monorail System Bond Waits Construction Approval



CHIEF OF POLICE, GORDON McMILLAN
... to retire September 1

Chief McMillan Honored

Testimonial Dinner Set For La Salle School August 3rd

Friends and co-workers of Police Chief Gordon McMillan, this week have put the final touches to the "Gordon McMillan Testimonial Dinner" to be held in the La Salle High School on Saturday evening, August 3, and cordially invite all who are interested to attend this gala event.

Tickets are now available at the City Hall by contacting Marie Brunning or Bert Embree, or by contacting Dottie Underwood, secretary of the Sierra Madre Chamber of Commerce, should you fail to make contact at any of these points, any police officer will be happy to see that you have your ticket for the affair.

Tickets reservations must be made as soon as possible, as approximately 500 are expected to attend, and the caterers must make plans to take care of all that desire to come. Tickets for the evening will be \$4 per plate. The dinner will be catered by Robert's of Pasadena who will provide an excellent roast beef dinner and all the trimmings.

Larry Lomax will be the master of ceremonies for the evening and Chief of Police Robert Sears of Arcadia will be the main speaker. Distinguished guests and presentations will fill out the balance of the program, with dinner music throughout the dining period will make for a very enjoyable evening for those attending.

Chief Gordon McMillan will retire from his duties

Democrats To Hear Johnson

Vice President Lyndon B. Johnson will deliver the keynote address at the Democratic Party's "Victory in '64" campaign workshop in the State Capitol next month, Democratic State Chairman Eugene L. Wyman announced today.

The Vice President will speak to more than 1500 active Democrats from around the state who will gather in Sacramento on Saturday and Sunday (August 10 and 11) for the annual Democratic State Convention and Democratic State Central Committee meeting. Wyman called the two-day conclave a "Victory in '64" workshop because of the emphasis on campaign issues and techniques.

Commission Meets July 18

The Planning Commission meeting scheduled for Thursday evening June 18, will see the nomination and election of officers for the coming year. The offices to be filled are retiring chairman Richard Beaumont, and vice-chairman Marie Casey. A public hearing will be held on the reclassification from R-1 to R-3 on properties in the Jones Subdivision, the Spaulding and Piney Tract and other property located in the block bound by Montecito, Hermosa, Lima and Highland avenues. This is the same area where the Thompson zone change was recently denied.

Also on the agenda after a study session last week will be a discussion on front yard setbacks, and R-Hillside ordinance amendment.

The meeting is open to the public and will be held in the City Council Chambers at 8 p.m.

Letters To The Editor . . .

Editor's Forenote: This letter is only published so YOU as readers will know and understand what is taking place in the United States . . . you may think a letter such as this should be suppressed . . . but it is our thinking that every American citizen has his right of thinking . . . this is to let you know how some think.

Dear Editor: An open letter to the President of the United States, John Fitzgerald Kennedy, President.

You are facing a dilemma unparalleled in American history that only you, Mr. President, can solve therefore I offer the following simple and feasible plan for clarifying the situation and restoring your image throughout the world where, as you know, many millions of people — white, black, yellow and red — are serious.

Please turn to page 5

WEATHER		
	High	Low
July 10	90	62
July 11	89	62
July 12	91	58
July 13	92	62
July 14	97	64
July 15	96	64
July 16	91	61

Irma A. Hughes Succumbs After Lengthy Illness

Irma Alfery Hughes, age 69, of 250 A. N. Mt. Trail Ave. passed away July 16 at the Kaiser Permanente Foundation Hospital, Los Angeles after a lingering illness.

She had lived in California for 35 years and in Sierra Madre for seven years, she had been employed as a secretary with the Veterans Administration.

Survivors are two brothers, Erwin J. Alfery, Plainfield, Wisconsin, and Henry J. Alfery of Milwaukee. Services for Mrs. Hughes will be held Thursday 2 p.m. at the Ripple Mortuary Chapel, Sierra Madre.

West Arcadia Masonic Club Meets Monday

The West Arcadia Masonic Club will continue to meet during the summer. They will meet on Monday, July 22, at 7:30 p.m., at 100 S. First Ave., Arcadia. Robert C. Sourvine will preside. The August meeting will be held at the same time and place on Monday, August 26, with George Gildersleeve in the chair.

338 Million Involved At No Cost To Taxpayer

Goodell Monorail System, Inc. has notified the Metropolitan Transit Authority that a \$250,000 goodwill bond, made out to the MTA, is ready to be posted immediately upon acceptance of the Goodell proposal of July 1st to construct a 60-mile overhead monorail system for Los Angeles County at no cost to the taxpayers.

The bond is guarantee of fulfillment of obligations by Goodell until final construction contracts are worked out, according to the notice delivered Monday afternoon, July 15, for presentation at July 16 meeting of the MTA board.

The letter from George Cantello, Goodell's executive vice president and general manager, also clarified the matter of local stations on the 17-mile airport route included in the system.

"In addition to express service for airport passengers," Cantello stated, "the Airport Service provides for at least four stations for the convenience of local passengers, at locations designated by the MTA and approved by the proper governmental bodies."

Goodell's original offer of June 12th was made only for the 17-mile Airport Service for a cost of \$44.5 million. This was included in the

firm's subsequent 60-mile offer made on July 1st, which added the 43-mile Backbone System (Westwood to El Monte and Wilshire District to Van Nuys) for an additional \$98.5 million. This amounts to almost \$7 million less than another bid of \$105.275 million for the same route.

The overall Goodell proposal also includes \$41 million for retirement of present MTA bonded indebtedness and \$30 million for acquisition of rights of way, for a total of \$214 million. An extra allowance of \$124 million has been made for 12 miles of underground construction in the Backbone System, if the MTA decides this subway is necessary.

Upon execution of the construction contract, Cantello stated, Goodell will provide a construction bond of \$338 million (including the subway figure) "to guarantee construction of said 60-mile system, to be financed entirely by self-liquidating revenue bonds at no cost to the taxpayers."

20 Years Auto Body Experience

Bob Clark Ready To Serve You In Business

Of special interest to his old friends and new is the announcement that the Sierra Madre Paint and Body Shop at 15 N. Auburn has been purchased by Robert (Bob) H. Clark.

It will continue to function under the name of Clark's Paint and Body Shop.

Bob has used this name in the past and comes well equipped with knowledge and new techniques in the automotive field having 20 years experience in the Paint and Body business.

He is a well-known second generation Sierra Madrean, who is a member of the fire department for 21 years and serves as a captain at the present time.

Another familiar face waiting to greet all of you will be that of Willard (Bill) Diemer also a member of the Fire Dept. since 1950 and associated with the Babe Ruth Cardinals.

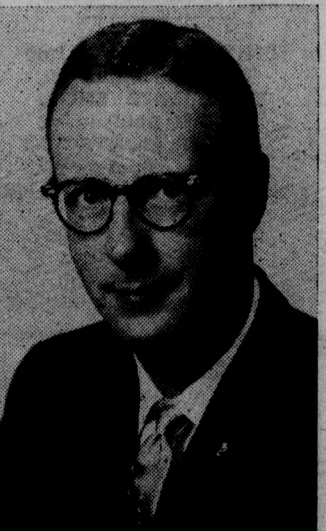
Bill has lived in Sierra Madre since 1950 and has been in the body and paint business since 1936. He will be associated with Bob and will be the estimator there.

The shop is now open for business and estimates will be given gladly. Come in and say, "Hi," to Bob and Bill!



Sierra Madrean 9 Years

Emmit Glanz Advanced By Bank of America Recently



Emmit A. Glanz Jr., of 350 N. Grove St., has been named publicity officer for the Southern Division of Bank of America, it was announced today by William J. Breen, vice president in charge of Southern California personnel relations.

Glanz, who has been in the Public Relations department at Los Angeles Headquarters since 1959, is responsible for the bank's publicity activities in the southern part of the state.

He joined Bank of America in 1954 as a teller trainee in Highland Park and went on to head the note department at the West Arcadia branch two years later. In fall of 1956 he went to Los Angeles Headquarters as an analyst in the Branch Locations department, where his duties included making surveys for new branch locations. Assignment to the Public Relations department as a publicity representative followed.

Born in Buffalo, N.Y., Glanz attended high school in suburban Hamburg. After graduation he spent two years in the Coast Artillery during World War II, then went to Northwestern University where he graduated.

Please turn to Page 7



FIVE-YEAR-OLD twins Valerie and Vanessa Peterson, of Sierra Madre, meet with actor Malcolm Atterbury to boost current fund drive for Los Angeles County Epilepsy Society. The twins, both of whom have epilepsy and whose seizures have been completely stopped with medication, illustrate the new hope available to all epilepsy patients. Goal of society's drive is \$60,000.

1963 Goal \$60,000

Sierra Madre Twins Boost Epilepsy Society's Drive

Two pretty little girls, five-year old twins Vanessa and Valerie Peterson, met with TV character actor Malcolm Atterbury to help call attention to the plight of epilepsy sufferers throughout the Los Angeles area.

Vanessa and Valerie, who both have epilepsy, are making good progress at kindergarten, according to their parents, Mr. and Mrs. Robert G. Peterson, 213 N. Hermosa, Sierra Madre.

The Petersons believe that coming out in the open removes the stigma from epilepsy. They pointed out that most people surround epilepsy in their families with secrecy.

With proper medical treatment, epileptic children make normal progress at

school, and epileptic adults can become dependable, self-supporting citizens.

Atterbury, who is also a director of the California Epilepsy Society, stated that correct medical attention can help 50 per cent of all epilepsy patients to control their seizures completely, and that another 35 per cent can achieve partial control. He added that the twins are living proof of the efficacy of complete control through medication.

Atterbury and the twins met to boost the Los Angeles County Epilepsy Society's 1963 fund drive for \$60,000 to continue urgently needed services to Los Angeles County area epilepsy patients. The campaign continues until the end of July. Contributions may be sent to the Epilepsy Society's offices at 1904 W. 48th St., Los Angeles 62.

Requiem Mass Thursday For Anita Otero

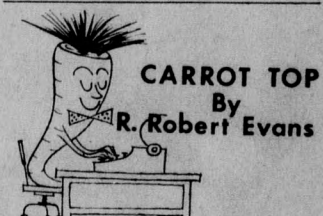
Anita Armijo Otero, age 85, of Pasadena, passed away at the Marinda Convalescent Hospital, Altadena, after a lengthy illness.

Mrs. Otero had lived in California for 53 years, most of that time in the Pasadena area, she was originally from Albuquerque, New Mexico.

Survivors are five nieces, Mrs. Grace B. Buchanan, Sierra Madre; Mrs. Rebecca B. Colligan, Sierra Madre; Mrs. Pauline B. Stumm, Glendora; Mrs. Mary Benjamin, Pasadena, and Mrs. Laura Hogue, Hollywood.

Recitation of Rosary to be Wednesday 7:30 p.m., Requiem Mass Thursday, July 18, 9 a.m. at St. Rita's Church with the Rev. Thomas J. O'Malley officiating. Interment, Resurrection Cemetery, South San Gabriel.

Arrangements made by Ripple Mortuary, Sierra Madre.



How about that sign on Packard's Fish Market "Closed, Gone Fishing" . . . I do hope he has his share of good luck. August would certainly be a bad month if we could not have our share of seafood . . . hurry back kids, we miss you.

Congratulations are in order for the "Spirit of Freedom" that was displayed on the Fourth of July by Bob Cetti and Fred Schweppe and all the children. It was they who took their time to see that the business houses displayed the flag on this day of our Independence . . . they also took care of the flags in the evening and put them carefully away . . . thanks boys, it was appreciated.

Saying that we are overdue for a great earthquake in Southern California is true, but it is also about the same flavor as remarking that we are overdue for a few years of normal rainfall.

We are going to miss Tom Butch, to us this is one of the greatest losses to the City that could happen at this particular time. Tom kept all his duties in tip top shape, always with a smile and willing to go that last mile to keep things going along as the administration wanted them. Arroyo Grande is a lucky bunch, and they will soon find this out. Anyway, here's the best of good luck to Tom in his new position . . . it won't be the same down at the ol' swimmin' hole.

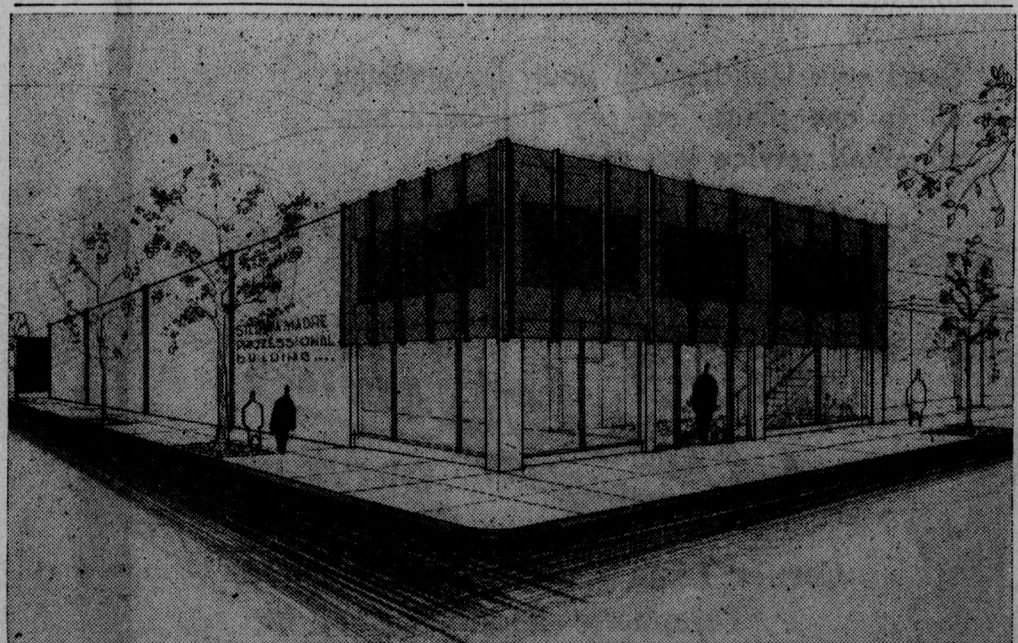
Speaking of swimming pools, I once had a neighbor who told me the costs of installation and maintenance of his backyard swimming pool were peanuts compared with the bills for snacks and beverages for his guests.

I am bracing myself against the post vacation pest who insists that you view the movies of his trip. I have seen the bears of Yellowstone so often I believe I could call each of them by their first name.

I have often wondered what the nation's annual postage bill is on this funny (?) postcards your friends and neighbors never fail to send you when he gets more than a 100 miles away from home. Yep, I've mailed a few myself, and really got a kick out of doing it.

In going to the bank each week, and noticing, as I put in my few dollars, the great lines of withdrawals, I have often wondered whether the bank pays out or takes in more cash in the average day's business. It's my bet that they stand around all day and juggle those nickles and dimes, and when the count up comes at night, they have less cash than they started with . . . what a service some banks offer, and it's always with a friendly smile.

Speaking of banks and Please turn to Page 6



ARTIST'S CONCEPTION of the building soon to be constructed on the corner of Baldwin Avenue and Sierra Madre Blvd. Henry Nuetzel has been granted the permits, the construction plans have been reviewed by the City Administrator, and the bids are now out for the construction. It is hoped that the work will start the latter part of August or forepart of September. Offices are planned at this writing, but retail tenants are still pending which may change the lower part of the building.

Letters to the Editor

I may not believe in what the man says, but I will defend to my death his right to say it.—(similar words of Voltaire)

Dear Editor:

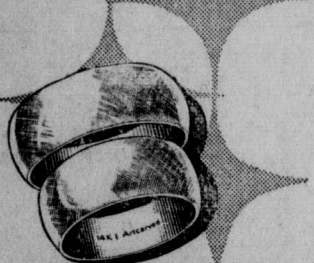
I like to trade in my home town, not only because I think we should support my neighbors who are in business here, but because it is so pleasant to be greeted by name with a smile and a friendly word. In my humble estimation, no amount of advertising pays off as well as that. There is only one place I go in Sierra Madre where this does not happen, though I am known by the owner and pay my bill promptly. If he happens to read this, he will undoubtedly know who I mean.

I feel very sorry for him because he must be a most unhappy man. Could it be because after awhile this attitude dries up the smiles and the pleasant words from the customer and then he is on the defensive? I

Byron Hopper

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Groom's Ring \$37.50 Bride's Ring \$37.50
Other Styles from \$8.00
Rings enlarged to show detail.

Byron Hopper

jeweler . . .

90 W. Sierra Madre Blvd.
Authorized Artcarved Jeweler

The San Gabriel Valley's Finest
Department Store for Children

Home of . . . **White Stag**
Girl's Play Clothes
youngland
31 W. Sierra Madre Blvd.
Sierra Madre California

Nursing Mothers To Meet July 25

Dr. Cornelia Motley, of the Kaiser Foundation, will address members of the Pasadena La Leche League, at their forthcoming meeting, to be held at 7:30 p.m., July 25, at 1570 Morada Place, Altadena. Dr. Motley, who is an authority on breast feeding, is herself a nursing mother, and has done intensive research into the physical and psychological aspects of natural feeding.

Pasadena La Leche League, a chapter of the national organization, is made up of nursing mothers, and its aim is to encourage and aid those mothers wishing to feed their babies naturally. It works in cooperation with local hospitals, physicians, and interested groups. League meetings are open to all expectant mothers and mothers; interested persons may contact president Mrs. R. Calvin at SY 4-4303.

Special Guests At 12th Annual Shrine Pageant

Members of high school football teams in Pasadena and vicinity and Little Leaguers will be the special guests of the Pasadena Shrine Club when the 12th annual Shrine Pageant and North-South All-Star Football Game is staged in Los Angeles Coliseum August 1. This was the announcement made today by W. Franklin Seale, chairman of the football committee for the Pasadena Club, as he disclosed plans for the unit's participation in the charity event, benefitting the Los Angeles Shriners Hospital for Crippled Children.

"All Shrine Clubs in Southern California are striving for top attendance from their areas for this worthwhile project," Seale emphasized. "Youngsters receiving medical care and attention in the Shriners Hospital are so dependent on the proceeds from this mid-summer classic which finance the year-round operation of the famed institution."

Information on reserved tickets, scaled at \$5, \$3 and \$1.50, may be obtained in this area through Seale at 1818 E. Colorado Blvd., Pasadena, phone SY 3-6177. Tickets also are on sale at the Los Angeles Shrine Pageant and Football Game headquarters, 655 W. Jefferson Blvd., RI 9-0166.

Attend the Church
of Your Choice

WCTU To Hold Annual Officers Installation

The Pasadena Federation of the Woman's Christian Temperance Union will hold the annual installation of officers luncheon in the YWCA, 78 N. Marengo Ave., Pasadena, Wednesday, July 24, at 11 a.m. Tray service through cafeteria.

Hostesses will include: Mrs. Frances McCaslin Creswick, South Pasadena, president Central Union, and Mrs. Edna Wells, secretary of Harvey Union.

Each member is requested to wear the symbol of the WCTU, a white ribbon bow, for identification.

Memorial service in charge of Mrs. Orpha Gallatin, South Pasadena, Federation vice president.

Speaker will be Miss Irene Wilkie, of Glendora, Temperance Oratorical Contest speech winner of Citrus College.

Unions making up the Federation and their presidents include: Alhambra, Mrs. Flora B. Slaikue; Arcadia-Temple City, Mrs. Janet Glasco; Seal Beach; Bethany, Mrs. Florence Pettit; Alhambra; Central, Mrs. Frances McCaslin Creswick; South Pasadena; Frances Willard, Mrs. Hallie Nicholson, county director of legislation.

Harter, Mrs. Beatrice Thew, Sierra Madre; Harvey, Mrs. Mary Rhone; Monrovia, Mrs. Hazel E. Walton; South Pasadena, Mrs. Ruth Gates Miller, Federation president; Stickney, Mrs. Mary Kenny Smith; Washington Heights, Mrs. Alice O. Whitney, Federation recording secretary.

Soloists will include: Mrs. Orla Phillips, Monrovia Union, who will sing "The 23rd Psalm," by Malotte, and Mrs. Edna Wells, Harvey Union, will sing "Beyond the Sunset," by Brock (for the memorial service).

A piano solo will be "Finlandia," by Sibeliuss, by Mrs. Esther Greenfield, Frances Willard Union vice president.

Installation of Federation officers by the Rev. Mrs. Clara Ports, Pacoima, World Woman's Christian Temperance Union missionary and field secretary.

Installation of local Unions officers by Mrs. Loretta Hoyman, Glendale, world superintendent of Narcotic Drug Department.

All Temperance organizations are cordially invited.

General chairmen are Mrs. Miller, MU 2-2717 and Mrs. Gallatin, SY 9-7359.

The organization is making plans to attend the Los Angeles County Convention September 9, 10 and 11 in First Methodist Church, 500 E. Colorado Blvd., Pasadena.

Social and Club Activities

Sharon Lee Eastin Becomes Bride Of George Wright In June Wedding



Martha Randall (Ralph's Home Economist) suggests:

Rainbow Torte
1 1/4 cups Ralphs coconut macaroon cookies, crushed; 1 cup Ralphs fruited pastel marshmallows (approx. 9), (cut marshmallows into eights); 1/2 pt. Ralphs Whipping Cream, whipped; 3 pts. Ralphs Sherbets (choose different flavors)

In loaf pan, place alternate layers of macaroon crumbs, sherbet, whipped cream and marshmallows. Repeat the layers until all three assorted sherbet flavors have been placed in loaf pan. Place in freezer several hours until firm or desired to serve. Remove from freezer and run knife all around the edge. Turn upside down on a platter and slice for servings. Serves 8 to 12.

Hawaiian Heaven
2 cups Ralph Milk; 1 cup sugar; 2 egg yolks; dash of salt; 1 3-oz. package orange gelatin; 3/4 cup crushed pineapple, drained; 1/3 cup coconut; 1/2 pt. Ralphs whipping cream, whipped; 3 to 4 slices Ralphs Angel Food Cake; 1/4 cup English walnuts.

Mix milk and sugar. Scald milk mixture and cool to lukewarm. Add egg yolks and salt to milk mixture when cool. Add gelatin, drained crushed pineapple and coconut. Place in refrigerator until mixture just starts to set. Fold in whipped cream. Pour over broken angel food cake in square dish and sprinkle with walnuts. Place in refrigerator until firm. Cut in squares to serve. Serves 10 to 12.

Arboretum Movies Slated Saturday, July 20

The Los Angeles State and County Arboretum, located at 301 North Baldwin Ave., in Arcadia, is offering an interesting double feature in the film show for Saturday, July 20.

The first film, in keeping with the series accenting conservation, is titled, "It's No Picnic" and tells the story about a family picnic in the woods.

The second film, "The Azalea Trail, Mobile, Alabama." This film shows how the azalea was introduced into this country, and then takes the viewer along the famous azalea trails in the South, showing many of the stately mansions that are such an important factor in the historical beauty of that area.

There will be three hour long shows, the first at 10:30 a.m., the second at 1:30 p.m. and the last one at 3 p.m., in the lecture hall. Admission is free.

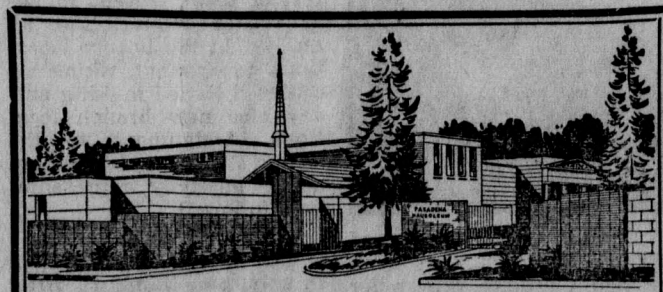
Services For Faith Lutheran Sunday, July 21

Vicar Ronald Hofmann of St. Clair Shores, Michigan, who has been assisting District President Victor L. Behnken at St. Paul's Lutheran Church, Laguna Beach, will conduct the 9 and 10:30 Sunday morning worship services.

The 9 o'clock service is a Sunday School Parent-Pupil service, which will be followed by Sunday school and Adult Bible classes from 9:50 to 10:25. Fellowship coffee hour will follow the 10:30 service.

Love may make the world go round, but it prevents the income from going more than half-way.

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of Your Choice
Sierra Madre Churches
Welcome You



WE INVITE YOU TO COMPARE
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2227 N. RAYMOND AVE. (Cor. Woodbury Road)
Telephone SYcamore 7-3146

Engagement Announcement

Mr. and Mrs. Richard G. Beaumont of 450 Gatewood Terrace are announcing the engagement of their daughter, Sheila Lynn, to Donald Russell Minich of Fort Ord, Calif., the son of Mr. and Mrs. Ralph O'Kelley of Albuquerque, N.M.

The bride-elect is a graduate of John Muir High School, Pasadena City College and University of California, Santa Barbara. She was former editor of the university newspaper.

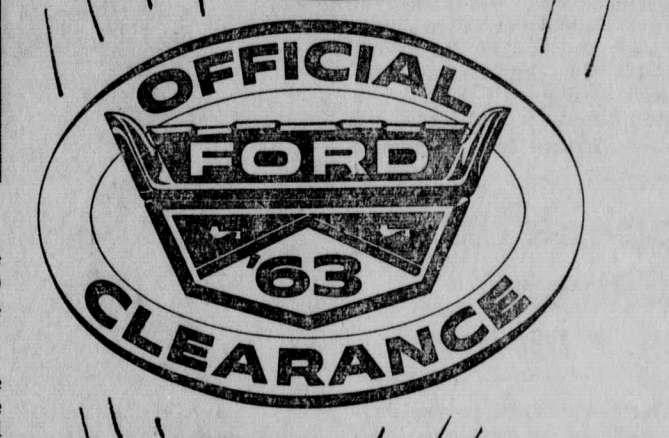
Bridegroom-elect is a graduate of McMurry College, Texas, and received his teaching credentials at the University of New Mexico. He is in the service now, stationed at Fort Ord.

The couple have set their wedding date for September 7 in the All Soul's Episcopal Church, Berkeley, Calif.

Don't look now — but Right near you is THE PLAZA SHOP! Just off Baldwin at 39 EAST MONTECITO Dresses - Sportswear "Ask Trudie" — EL 6-1495

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This is it! Your chance to save a bundle on Falcons, Fairlanes, and Super-Torque Fords (Ford Trucks, and cream-puff used cars, too). These are Total Performance cars! The rugged yet beautiful cars whose amazing record of wins in durability tests here and abroad has skyrocketed them to the top of best-seller lists everywhere. This is it! The A-OK time to drive a beautiful bargain at your neighborhood Ford dealer's.

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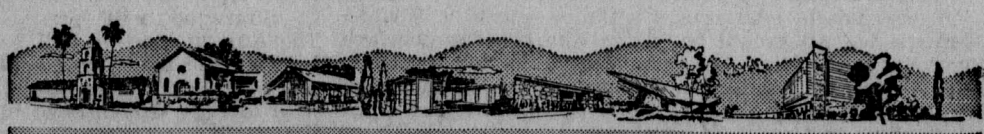
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ROSE HILLS Mortuary located at Rose Hills Memorial Park
8900 Workman Mill Road, Whittier.



Democratic Club Lists Speaker For Gala Dinner

The Sierra Madre Democratic Club is having its annual gourmet dinner and get-together this coming Saturday night, July 20. Featured will be Greek cuisine, and there for your entertainment will be several groups of Greek folk dancers in authentic costume.

The club president, Edith Dane, announces that the special guest speaker will be Edith Seros, Southern California Field Representative for Lieut. Governor Anderson.

This year's gala affair will be in the gardens of Mr. and Mrs. Howard Miller, 480

Shakespeare Jrs. Plan Hootenanny, Swim Party

Shakespeare Club Juniors are planning a good, old fashioned hootenanny and a couples swim party, Saturday, July 27 at 6:30 p.m.

There will be dancing and a farm style chicken dinner, the place is Carmen and Bill Miller's home at 71 Hacienda Dr., Arcadia.

For making reservations call Barbara Coleman, HI 6-5143 by July 25.

N. Baldwin Ave. Tickets are available at the Sierra Madre Chamber of Commerce or at the door. Everyone is welcome. Further information and reservations can be made by calling Ann or Paul Foote, EL 6-1047.

Engagement Announcement



Keren Dell Thompson

The engagement of Keren Dell Thompson to Loren Keith Brubaker has been announced by Keren's parents, Mr. and Mrs. Clarence Thompson of 3740 Sierra Grande, Pasadena.

Loren Keith is the son of Dr. and Mrs. Wilson Brubaker of 1954 Highlands Oaks, Arcadia. Both are students of Los Angeles State College, and both are sociology majors. Keith will graduate this coming February. The couple plan to be married next June.

Art Exhibit Wilshire Federal

The Free Lancers, better known as Harland Young and Herbert Fillmore will open a two-man show of their paintings in Wilshire Federal Savings Art Salon on Monday, July 22. The exhibit will continue through August 2, and will include 45 oils ranging from still life to seaside sketches.

Both men have been in various phases of the art field for many years as commercial designers, interior decorator consultants and Christmas card artists, but this is their first two man show of their paintings.

Young has exhibited in galleries in Southern California while Fillmore has won award in the Los Angeles Art Directors Show, and they are graduates of Art Center and Chouinards Art School.

The show is free and open to the public daily Monday through Thursday from 9 to 4:30 p.m., and until 6 p.m., on Fridays with plenty of free parking always available.

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Into Cash

Social and Club Activities

New Members For Senior Citizens

The members of the Sierra Madre Senior Citizens Club met for their weekly meeting Saturday, July 15 at the Park House. Reviews were given from the "Harvest Years" magazine. Mr. Roy Pickett reported on "How Safe Is Your Will?" Mrs. Mrs. Martin Olson on, "Doctor, I Have a Question," and Mrs. Roy Pickett on, "Solving Emotional Problems."

Mrs. Mary Powell entertained with piano selections from "South Pacific" and "Sound of Music."

Three new members joined the club: Mrs. Pearl Patterson formerly from Los Angeles; Mr. William Slater formerly from Nebraska, and Mr. Charles Goodfellow formerly from Jackson, Nebraska.

The afternoon was rounded out with cards.

Six of the members will attend the Art Festival in Laguna Beach on Sunday — 16 going with the Monrovia Senior Citizens' Group.

On July 20, the Song and Dance Group from "Top" Club will entertain the group. Mrs. Stella Church returned after a month's illness.

Mrs. Symonds announces: "We have lost the top of our coffee maker. Can any one enlighten us about its disappearance? Please."

The PLAZA Shop Talk

By Sewall Clark

HAVE YOU ever been scolded in a polite way? Perhaps gently—with love? We have.

THE SCOLDING came from a woman who helped me open the Plaza Shop one morning at 10:30.

Ten thirty? Hmmm! Isn't that rather late? Yes, m'am.

THE FIRST impulse is to explain yourself, but I checked it. We have no sales staff to blame things on.

Marcella Colbert is there Mondays, that's true, but she is always more on schedule than I am. Newspaper deadlines I can meet, but time clock give me spotted fever. Doctors call it an allergy.

TRUDIE was busy with a fashion designer in their study of new garments and I had over-stayed at home, trying to write the history of my life entitled: "Nine O'Clock in the Afternoon" (copyright).

THE WOMAN turned on the lights while I opened the louver windows to bring in the morning air through the flowers.

She made herself at home, browsing through the garments, while I checked the machine that cools the shop on hot days.

THEN, after telling me the PLAZA SHOP is perhaps the most UNbusiness-like place she has ever seen, she bought three dresses.

NEXT DAY she brought two friends.

How such a shop could actually be true they couldn't understand, so they said. But they kept buying dresses.

ME? I don't understand, either. For information—

"Ask Trudie!"

THE PLAZA SHOP
Dresses - Sportswear
39 East Montecito
In Sierra Madre

PS—Trudie says: "Never buy a bargain unless you can use it."

A man can aim to do right, but often fails because he couldn't shoot straight enough to hit the mark.

Try to remember that it's the things a man doesn't do that brings him happiness—not the things he does do.

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Bar-B-Que Shrimp . . . \$2.25
Seafood Platter . . . \$1.95
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Robyn Fierman and David Mardesich Exchange Wedding Vows In Chapel



MRS. DAVID MARDESICH
... nee Robyn Fierman

Wayfarer's Chapel was the setting for the wedding of Robyn Fierman to David Mardesich, son of Mr. and Mrs. John Mardesich for Portuguese Bend. The bride, given in marriage by her father, Al Fierman of San Pedro in a double ring ceremony, is the daughter of Mrs. William Suhm of Sierra Madre.

Rev. Kenneth Knox officiated at the mid-morning rite. The bride wore a floor length gown of white silk organza over taffeta, trimmed with embroidered flowers that were centered with crystal beads. Her illusion veil was held in place by a coronet of lily of the valley. She carried a cascade bouquet of white roses and stephanotis.

Lauren Fiekin was maid of honor, wearing a white taffeta gown appliqued with rose buds in pastel shades and carrying sprays of double gladioli. Jack Mardesich was the bridegroom's best man and ushering were Bort Petrich and Larey Fierman, brother of the bride. Judy Fierman, the bride's sister attended the guest book.

Alpha Chi Omega 'Scuba Soiree' Saturday, July 20

Alpha Chi Omega alumnae of the San Gabriel Valley Evening Group are inviting their husbands to "dive in" and join them in the fun of the "Scuba Soiree." The informal dinner and swimming party will take place Saturday night, July 20, at 7:30 p.m. at the home of Mr. and Mrs. Fred Nygren, 2670 Weatherby Road, San Marino.

Each summer the new board members plan an informal dinner party so that members and their husbands can get acquainted. Hostesses for this occasion will be Mrs. Richard E. Reeve of South Pasadena; Mrs. Grant Changstrom of Pasadena; Mrs. Robert Stewart of Arcadia; Mrs. John E. Hagopian of Alhambra; Mrs. Harry L. Falk of San Gabriel, and Mrs. Fred Nygren of San Marino.

Any Alpha Chi Omega alumnae who are newcomers to the San Gabriel Valley are cordially invited to bring their "frog men" and join the party.

For information concerning the activities of the club, contact Mrs. Clark Spolstra, GI 3-7475, or Mrs. H. Gaylord Cooper, HI 6-0858.

Post Debs Meet, Plan Party For New Debutantes

The next meeting of the Post-Debs will be held on Monday, July 22, promptly at 8 p.m. at the home of Mrs. Carlos Prietto, 1333 Wentworth Ave., Pasadena. Further plans will be made for the party to be given for the new debutantes at this time. A good attendance is requested.

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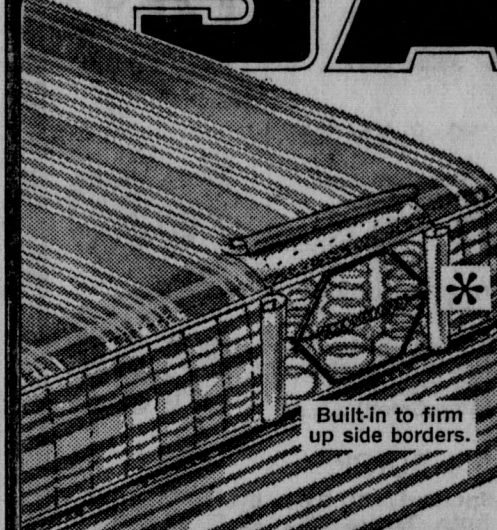
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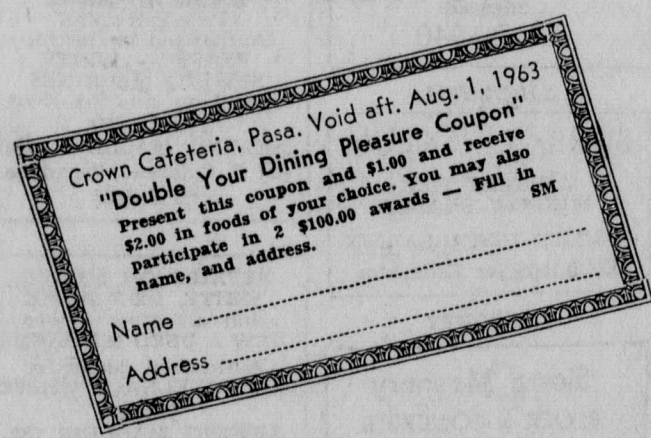
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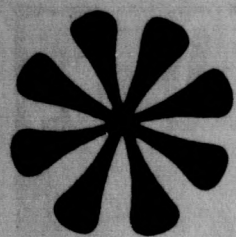
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Furnace heat. Redecor-
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Attractive 2 bedroom
redwood, 12x25 1/2 ft.
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carpeting, fireplace, c.
sep. dining, 2 car gar-
age, fenced & walled.
Close in, large trees.
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Good stucco home for
larger family — 1 1/2
baths, attached 1 car
garage easy to convert
to family room, patio,
lot 55x174, fenced.
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3 NEW HOMES

Choice N. W. area.
Beautiful Mt. views. 3
& 4 bdrms., 2 & 3
baths. Dream kitchens
with loads of storage,
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family rooms with
sliding glass to patio
areas. W/w carpeting,
fireplaces, fenced,
pool-sized yards, 2 car
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excellent pools 1821 sq.
ft., 2 bedrooms, 2 baths,
large family room,
basement room, 2 car
garage. Panoramic Mt.
view.
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2 bdrms, convertible
den, 2 baths, blt-in
kitchen, marble fire-
place, smart Chinese
modern decor, 20x36 ft.
pool in an exotic tropi-
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Custom deluxe home on
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entry to formal Living
Room w/f-c fireplace,
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Room w/raised hearth
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New Fiesta H&R pool.
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Sharp 8 Unit Apartment
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F.A. heat, hardwood floors, wood shingle roof, at-
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3 bedrooms & family room, large breakfast area
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the day. 449-2381
A*5-23-7

RELIABLE girl will baby sit.
Call Annoula LaLone,
EL 5-9929. A*7-11-7-25

BOY wants yard work and
odd jobs. EL 5-8276 after
6:30 p.m. A*7-11

DAY WORK, Tues., Wed.,
and every other Fri. & Sat.
open. Ref., reliable. Call
after 6, 233-4826. A*7-11-7-18

GARDEN SERVICE
YARD CLEAN UP
PLANTING AND
TRANSPLANTING
Tree Work — Hauling
SY 7-8880

IRONING done in my home.
Reasonable. 111 N. Sunny-
side. EL 5-3779
A*11-11

ROOFER — 20 Yrs. Experi-
ence. Free estimates.
J. La Lone EL 5-9929

FOR RENT

WORK WANTED

WALLS AND WINDOWS WASHED
FLOORS WAXED
HERMAN DAVIS
EL 8-7762

HELP WANTED

WANTED typing teacher,
male or female, for local
business school. Write
No. 306, P.O. Box 37, Sierra
Madre. B*7-18-7

CALL TODAY

for xint summertime earn-
ings showing Avon. Digni-
fied, pleasant work.
SY 3-6044 or HI 6-5788
B*7-18

FOR RENT

5-RM. duplex comfortably
furn. 1 or 2 school age
children. Ref. 355-1787
D*7-18-7

FURN. rear house, 1 or 2
adults, close in. Pleasant
area. EL 5-6393
D*7-18

\$55 FURN. single apt., 3
rooms, util. incl. Near
town, 10 W. Highland
after 5. D*7-18

LUXURIOUS LIVING
BRAND NEW
SYLVAN
WEST APTS.
1 & 2 BDRMS.
2 bdrm. apt. w/1 1/2 baths.
carpets & drapes, G.E.
built in kitchens; G.E. air
conditioning, low voltage
radiant heat, thermo con-
trolled in each room.
Heated pool w/patio area;
carports plus parking.
Teenagers welcome.
Lease — from \$125-\$155.
1 block from bus and
shopping.
51 Esperanza
EL 5-2186 Mgr. Apt. M

FOR RENT

★ GRAND OPENING ★

VILLA ROYALE

165 E. Sierra Madre Blvd., Sierra Madre
(Just E. of Baldwin Ave.)

2-Bdrms. — 2 Baths

GOLD MEDALLION ALL ELECTRIC

NEW beautiful 10 unit apts. for the finest in
luxurious quiet living. AIA designed and land-
scaped.

1200-1500 sq. ft. — Exquisitely decorated

- Entry Halls — Tremendous Wardrobes
- Luxurious carpets & draperies
- 2 marble pullman baths and vanity
- Deluxe Frigidaire "Flair" range and oven
- Maximum insul. & sound proof walls
- Landscaped private patios

ONLY 5 LEFT



What -- No Pool?

That's right. And what's more, the smart
apt. dweller prefers it this way. None of
the noise, confusion, etc., and the refined
building attracts the right tenants. At
the Townhouse in charming Sierra
Madre, every unit has Carrier air condi-
tioning, deluxe Thermador range,
gleaming formica counters and rich
natural cabinets. Floors are covered wall
to wall with embossed nylon and color
styling is the last minute. From every
living room a sliding glass door opens
to an enclosed private patio (outlet for
your Bar-B-Q). Massive wardrobes, pull-
man baths, everything to appeal to the
discriminating adult. Let us forget the
latest in scientific soundproofing be-
tween units. All this in 1 & 2 BRs.
\$115-\$140 mo. Is it any wonder we boast
of some of the finest people in town as
some of our residents. Sure, we have a
few still unfilled; we're selective about
choosing new neighbors for you. (Can
you qualify?) Come see us at 170 East
Highland, corner Mt. Trail. (1 Blk. East
& 1 Blk. North of downtown Sierra
Madre.) You'll be glad you did!
SY 58-058; EL 5-3678.

FOR RENT

UNFURN. 3-bdrm. house
newly redecorated, \$125.
355-0121 D*7-18

JUST COMPLETED

1-Bdrm. Medallion Apt.
Bit ins., air cond., w/w
carpets, drapes, pvt.
patio. Close to shopping.
Adults. \$115.

85 S. Lima
EL 5-0057

UNFURN. attractive apt. 1-
bdrm., modern kitch. w/
stove, refrig., laundry.
Garage. \$75. 247 N. Mt.
Trail. EL 5-9505
D*5-9-7

2-BDRM. unfurn. house,
fenced yard. Gardener,
Elderly couple preferred.
\$95 mo., 17 N. Mt. Trail.
Call Frank Barbour.
EL 5-8429 D*7-11-8-1

CHOICE 2-bdrm. apt., 3-
compartment bath, pvt.
deck, etc. Adults. 451 N.
Baldwin. D*7-11-7

FURN. single lower apt. \$40
mo. Newly painted, water
pd. 499 Sturtevant Dr.,
Sierra Madre.
Mgr. EL 5-8512 D*7-11-7

FURN. 2-rooms & bath.
Util. pd., \$55. 355-3091.
355-6186. D*7-11-7

DUPELEX, 1-bdrm. unfurn.
apt. clean, redecorated,
quiet. Garage. Adult.
355-9753 D*6-20-7

FURN. \$95. Lge., like new.
1-bdrm. apt. Adults. 138
W. Sierra Madre Blvd.
EL 5-2045 EL 5-6641
D*5-2-7

BRAND NEW

2-Bdrm. unfurn. apts.
w/w carpets, drapes, air
cond., dishwasher, blt-
ins, lge. cupboards. 2 car
parking.
252 Mariposa
EL 5-7696

2-BDRM. apt., furn. \$80.
unfurn. \$75. Tile, hwd.,
parking. EL 5-0097

3-ROOM partially furnished,
newly decorated, util. pd.,
\$75. 355-3091. 355-6186
D*7-11-7

CLOSE IN studio house. All
redwood, enormous studio
liv. rm., N. windows,
bdrm., 2 baths, 2 car garage.
Privacy. Partly furn.
Adults. \$125. Agent
EL 5-7196 D*7-18

IMMACULATE 2-bdrm. unfurn.,
front house, ample
closets, disposal, patio,
garage, close to bus.
adults. EL 5-7542 after 6.

TIRE OF AN APART-
MENT? Lovely quiet large
1-bdrm. furn. tree shaded
house. Cpts. & drapes. \$85.
EL 5-7582. D*7-18-7

DELUXE unfurn. 2-bdrm.
All elec., air cond.,
drapes, cpts., \$130. "Laurel
View" 80 E. Laurel.
EL 5-8248 after 5 p.m.
D*7-18-7

OFFICES
OR SALES SPACE
Fully Air Conditioned
Utilities paid — Janitor
SIERRA MADRE'S
NEWEST
OFFICE BUILDING
49 S. Baldwin
Inquire EL 5-3456

DELUXE furn. 1-bdrm. apt.
All elec., air cond., \$130.
"Laurel View" 80 E. Laurel.
EL 5-8248 after 5 p.m.
D*7-18-7

LARGE Family — 3-bdrms.,
den, dining, 2 baths, w/w
carpeting. \$225. Agent.
EL 5-7196. D*7-18

ADULTS only. Partly furn.
upper 1-bdrm. apt. stove,
refrig. Water pd. Like
new. \$85 or furn. \$75. 142
W. Sierra Madre Blvd.
EL 5-6641 or EL 5-2045
D*7-18-7

★ BELLA VISTA
TERRACE APTS. ★
4 rms. nicely furn. Large
heated pool. \$110. Adults
only. 261 E. Alegria.
EL 5-9337. D*7-18-7

DRESSMAKING

EXPERT in fittings and
alterations. Also new gar-
ments made. EL 6-1874.

POOL SERVICE

PROTECT YOUR
SWIMMING POOL
with
GUARDIAN
MAINTENANCE

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SERVICE SPECIAL
COMPLETE OR
SUPPLEMENTARY
SERVICE
Chemicals - Repairs
Equipment
For information
CALL SYcamore 1-1921
1609 E. Washington Blvd.
Pasadena, Calif.

SPORTS

AS Hank Ives SEES IT



It's World Series time in
Sierra Madre. If you don't
believe it, just ask anyone
of the little leaguers who
are slated to play in the
Area 3 playoffs at Heasley
Field, Thursday through
Saturday.

Things will be hopping at
the Diamond Diner as nearly
400 fans are expected to
turn out for the action. Tour-
ney director, Bert Embree,
has arranged for expanded
bleachers, thank goodness.

Embree coached the Sierra
Madre All-Stars last year
and would probably rather
forget the 7-0 trimming his
team took at the hands of
neighboring Hastings
Ranch.

Claude Brown will man-
age the talented group this
year aided by Brian Mc-
Goldrick, who should know
his business after knocking
about as a minor league
ballplayer a year back.

Sierra Madre tangles with
East Pasadena Thursday
with action getting under-
way at 5:30. Winning teams
will go on to further play-
off action in Arcadia, San
Bernardino, Sacramento and
culminating in the national
world series in Williamsport
August 20-24.

Liston-Patterson Bout

The old dodge is on. Have
you noticed in the latest
press releases how Sonny
Liston is looking bad
against his parring partners.
He is not taking Patterson
seriously. Overweight and
under-trained. Etc., etc.

Don't you believe it. This
is part of the game folks.
The only way to lure the
public into thinking this is
anything but the mismatch
of all time is to come up
with some Liston under-
statements.

audience for their games.
With the more liberal rules
and experienced players,
these contests are very ex-
citing. The team standings
through July 11 are:

Team W L T
Sierra Engineering 6 3 2
White Sox 6 3 2
Lange & Fire Dept. 4 4 3
Senators 4 4 3
Highlander 4 4 2
Cardinals 3 6 1
Kiwanis Giants 3 6 1
July 8, Senators 6, White
Sox 6.
July 9, Cardinals 13, Gi-
ants 10.
July 10, White Sox 5, Car-
dinals 3.
July 11, Giants 12, Sena-
tors 7.

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3649 E. Foothill, Pasadena SY. 3-9655

THE U.S. SUPREME COURT

Which side is it on?

Would you like to see the record, and
to know what to do about it?

Then order
WARREN IMPEACHMENT PACKET
One Dollar, Postpaid
THE MOVEMENT TO IMPEACH EARL WARREN
Belmont 78, Massachusetts

PLEASE!

Read the Letter to
the Editor on
Page One and Five — from
L. M. "Tex" Edmunds
What Possibly Will Be Next?

THE OLD TIME MARKET

444 Sturtevant Dr. (in the Canyon)
— OPEN —
SUNDAYS 12:30 TO 11 P.M.
MON. THRU SAT. 9 A.M. TO 11 P.M.
P.S.—WE ALSO SELL GROCERIES

ANNOUNCING . . .

NORM'S GARAGE

WILL BE OPEN MONDAYS
AND CLOSED SATURDAYS

22 E. Montecito

EL 5-1146

Letters to

iously questioning your sin-
cerity and honesty of pur-
pose. This has been the re-
sult of your "rights and
equality for negroes" pro-
gram and the apparent dis-
regard of the "Rights" of
Americans of Indian, Latin,
Oriental, Aryan and other
racial minorities whose
rights have been so fla-
grantly violated and subor-
dinated to those of the
negro.

In view of the seriousness
of the situation I respect-
fully suggest that you, as
head of the "Party" immedi-
ately direct the "Party lead-
ers" to nominate an inte-
grated Presidential ticket
for the New Frontier's 1964
campaign.

Permit me to suggest
Adam Clayton Powell the
globe-trotting N.Y. Con-
gressman, or Martin Luther
King Jr. your brother Bob-
by's negro voter registrar as
those most likely to serve
you as the Party's Vice-
Presidential candidate.

Either should be able to
put a stop to the negro's
"race war" threats that you
and the Congress are so
fearful of, and either as a
running mate would satisfy
all who doubt your sincer-
ity, humanitarianism and
brotherly love for the
negroes.

By following your order
in this matter "The Party's"
honesty of purpose would
also be definitely estab-
lished. Could you ask for or
expect more Mr. President?
Or would you feel an inte-
grated slate would not be
popular?

—L. M. "Tex" EDMUNDS
713 Sabine St.,
Dallas 3, Texas

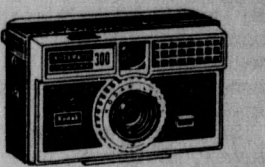
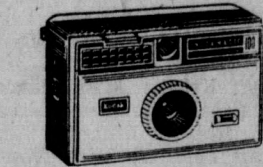
To the Editor: I send this
copy of my letter to JFK
since I am sure he will not
see the original. Can you
find space for it as a public
service in the hope it may
reach the President through
your paper or some other to
which a copy is sent? Your
cooperation will be appreci-
ated . . . L. M. "Tex" Ed-
munds.

Thursday, July 18, 1963 SIERRA MADRE NEWS-5

9 Volt Transistor
RADIO BATTERIES 19¢ ea.
RAMBEAU'S T.V. 17 W. Sierra Madre



Picnic Time
GOOD TIME FOR A
NEW KODAK CAMERA



KODAK Instamatic Cameras

Bright new day in the pleasure of picture-taking!

With a Kodak Instamatic camera, you load instantly, auto-
matically, so it's easier than ever to take good pictures. No
threading, no fumbling—Kodapak film cartridges drop right
in! There are four camera models—all with built-in flash units—
and they all take color slides, color snaps, and black-and-
white pictures. Come in and choose the one that's right for you.

Complete camera outfits, from \$15.75

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RELIABLE PROFESSIONAL PHARMACISTS
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PEACE OF MIND
* HOME *
SINCE 1889

FIRST IN SIZE... AMERICA'S LARGEST savings association...
with assets 100 times greater than the average savings association,
total resources larger than any other savings association (State or
Federally-chartered) in the nation.

PERFECT 74-YEAR SAFETY RECORD: Since 1889, no one ever
lost a penny of savings entrusted to Home.

ACKNOWLEDGED LEADERSHIP: Nearly half a million people
save more than a billion dollars with Home, America's largest.

FIRST IN SERVICE: Maximum convenience. To serve you better,
Home maintains more branch offices than any other savings associ-
ation in the nation.

INSURANCE PROTECTION: Accounts are insured to the full limit
of the Federal Savings and Loan Insurance Corporation.

FULL-TIME EARNINGS: Funds in by the 10th of any month earn
from the 1st of that month. After the 10th, funds earn from the day
they are received, when they remain in your account through the
end of the calendar quarter.

4.85%
Annual Rate
Earnings paid
4 times
a year

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FEDERAL
Savings and Loan Insurance Corporation

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60 East Huntington Dr. at First Ave.
HI 6-8821 • MU 1-4844
Hours
9 to 4, Friday 9 to 6

PASADENA
860 E. Colorado Blvd. at Lake
SY 5-5174 • MU 1-5174
Hours
9 to 4, Friday 9 to 6



Main Office: 761 South Broadway, Los Angeles, California

HR-4278

Weekly Shades Of Hastings

Margily Rowzov
EL 5-7736

Paul Potter At K.U.

Paul Potter, California Water and Telephone Company Tariff Supervisor, has been selected as a participant in the nation-wide Independent Telephone Industry's Management Development Program.

The course, of four weeks duration, is being conducted by the University of Kansas during the month of July, and is under the sponsorship of the United States Independent Telephone Association. The 1963 enrollment is confined to forty-nine members.

The intensive program is designed to help independent telephone executives improve their managerial leadership and to broaden their viewpoint with respect to current and future positions in their respective companies.

Potter is employed by California Water and Telephone in its general offices in Monrovia and is in a liaison capacity between the firm and the California Public Utilities Commission.

Waterbury On Spring Honor Roll At College

Mr. Stephen Arthur Booth Waterbury, formerly of Sierra Madre, was among 194 Orange Coast College students, out of the enrolled 3,599 students, to be listed on the school's spring semester honor roll for achieving a grade point of 3.0 or better.

Mr. Waterbury attended Sierra Madre Grammar School, John Marshall Junior High School, Pasadena High School and Pasadena City College. He is a business administration major at Orange Coast and at the present time resides in Costa Mesa with his wife, the former Sharon Anne Tyree daughter of Mr. and Mrs. Ross Tyree of Sierra Madre.

Don't look now — but right near you is THE PLAZA SHOP! Just off Baldwin at 39 EAST MONTECITO DRESSES - SPORTSWEAR "Ask Trudie" — EL 6-1495

6—SIERRA MADRE NEWS Thursday, July 18, 1963



Ives & Warren

MORTUARY
100 NORTH HILL AVE. • PASADENA
SYCAMORE 6-4375 • RYAN 1-7369

63 Years
Serving the
Foothill
Communities

Sierra Madre Plumbing Co.

EL 5-7272
15 Kersting Ct. Across from flag pole

All Plumbing and Heating Repairs
Stoppages, Water Heaters, Disposals
Fixtures on Display
Pipe, Fittings, Valves, Faucets
Toilet Seats

It is written that every boy needs a dog. We want to know why? Does this teach him to care for other helpless creatures (such as parents)? Does this make him less irritating to sisters and brothers? Will this encourage him to keep the yard clean? Will this association improve his vocabulary? We would like to correct the impression that the dog belongs to the boy.

In the first place, girls have dogs too. In the second place, it is mother who feeds the lovable beast — it is mother who takes this four-legged member of the family to the veterinarian for shots — and, it is mother who performs all of the necessary clean-up chores involved.

Since we are both dog-lovers, however, we must admit that it is also mother who sheds the tears when some misfortune befalls the family pooch... We feel it would be a more honest appraisal of the pet situation to admit that every dog needs a family, and, what's more, every family needs a dog.

Bridal Shower

The home of Mrs. Darrell

CARROT TOP



bankers and money, I told Ken Cedarquist, manager of the Rosemeade Footfill branch of Bank of America, that I still felt that our money should be printed in pastel shades. We always think of pastel shades as sort of pale and washed out, which would be ideal for the current state of the dollar.

During the 1937-49 period, the maximum Social Security tax paid by an employee was \$30... one per cent on the first \$3,000 of pay... by 1967 the tax will be \$222... 4% per cent on the first \$4,800... by the time my retirement comes around I will be paying somewhere in the vicinity of \$600 a year... sixty years from now when my daughter Candace becomes retirement age, they won't be allowed to retire, their payment into the Social Security fund will be so great, the government will not be able to afford to lose them.

But with the public debt now standing in the vicinity of \$310 billion, and increasing at the rate of from 8 to 10 billion a year, one almost gives up the fact of retiring, it is doubtful if we will last another 60 years to the time Candace retires... that is unless the boys making our currency reduce the interest rates to the point where the interest is less than the expenditure.

Of course when I start to write about taxes, government expenditures I get into an awful frame of mind, so I feel I should forget it and enjoy this wonderful country that we live in rather than complain.

In closing the column for this week I close with this reminder... "Being born rich doesn't guarantee success in the game of life, but, like a pitcher with an early five-run lead, you can play it in a more relaxed manner... Take it easy on your vacation as we hope to see you around for many a moon, I hope, I hope, I hope."

In time of bereavement... would you know what to do?



Close Relatives and Friends Should be Notified Immediately

In the event of a death, someone present, should contact the deceased's nearest relatives and closest friends by telephone or telegram at once; they will want to be notified.

Ripple MORTUARY

Dignified Service • Sympathetic Help
Understanding in Time of Need
SERVING ALL FAITHS
STERLING RIPLEY, Director
ELgin 5-3414
201 W. Sierra Madre Blvd.

tough job is to outgrow it.

Baby Shower

Last Saturday night Mrs. John Stellern was the surprised recipient of a baby shower, given by Mrs. Leo R. Botsford. Pink and yellow was the color scheme for the evening.

Guests participating in this affair were Mrs. Frank MacDougall, Miss Lilly Dabov, Miss Mary Porter, Mrs. Kathryn Simmons, Mrs. David Rich, Mrs. Ed Gamble, Mrs. Norman Rasnick, Mrs. Robert Kerrebrock, Mrs. Gary Stellern, and Mrs. Florence Stallern.

Legion Installation

We have seen many interesting and original installations of new officers, but East Pasadena Post 280 of the American Legion was treated to one of the likes of which we have never seen. The West Covina "Players" of Post 790 acted as the installation team in retaliation for the theatrical installation performed last month by the East Pasadena Post. Sergeant-at-Arms John Crane, assisted the new District Commander, John Garis. The various marching orders given have never been used before and we trust never hence! Members and guests from the Ranch lending their enthusiastic support were Mr. and Mrs. Frank Dawson (outgoing Commander), Mr. and Mrs. Barney Yunk, Captain and Mrs. Gary Stephenson, lovable Bill Morzov and his charming wife Emily (Ye Gods and little fishes), and the Rowleys.

Remark for no particular reason: There was a man who read so much about the ill effects of smoking that he decided to give up reading.

G. Creighan, G3/c Initiated Into Shellback League

George J. Creighan, gunner's mate third class, USN, son of Mrs. Thelma L. Gruber of 581 Old Ranch Road, was among 1,000 crewmen of the guided missile light cruiser USS Providence who were initiated into the "Shellbacks" league upon their first crossing of the Equator.

The Providence crossed the Equator at 105.5 degrees east longitude, west of Borneo and east of Sumatra and enroute to Singapore and the Federation of Malaysia.

The custom of initiating "pollywogs" into "shellbacks" is an old Navy tradition. The story goes back to the time of Leif Ericson and his Vikings, when the ceremonies were harsh and painful and designed to test a man's ability to withstand the hardships of life at sea.

As time passed the ceremony changed to an elaborate ritual into the mystery of the deep and presentation of the novice to King Neptune and his court. This is usually followed by the trial of the "pollywog" for his numerous shortcomings. Punishment is meted out for the offenses. The ceremony is climaxed when the "pollywog" is tossed into a salt-water tank to learn proper respect for King Neptune and the traditions of the sea.

Oldest "shellback" aboard for the ceremonies was VADM. T. H. Moor, USN, Commander Seventh Fleet of which the Providence is the flagship. He was initiated in 1935.

The Providence is currently operating with the Seventh Fleet in the Far East.

Concert Band

April, 1956, he formed the Edgewood Concert Band, which the following year was designated as the City of Covina Concert Band to officially serve its sponsor. The municipal band has earned recognition during the past seven years as one of the foremost concert bands in the Southland.

Be modern with MOEN



G-E-M PLUMBING CO. Sierra Madre

Hasty Hens

The Hasty Hens of Lower Hastings have announced plans for three summer parties, husbands to be included in the first two events.

Last Saturday night the group met for cocktails and dinner at the home of Harold and Ce Sweet, followed by swimming and volleyball. Chairman Billie MacKenzie was assisted by Nita David, Marion Rowe, Lorraine McGiven, Eve Madsen, and Ann Talmo.

On August 3, Warren and Nita Bacon have invited the couples to their new home. The committee will consist of Rhoda Smith, chairman; Margaret Mann, Phyllis Otten, Helen Dyer, Lenna Jennings, and Anne Hart.

The annual ladies' luncheon will be held on September 17 at Jean Stiver's home. Chairman for the day is Teresa Sanders, assisted by Pat Fletcher, Peggy Lansill

and Laura Belle Crew.

Consider the possibility, nay, probability, of finding yourself with no television to entertain the children during these long, hot summer afternoons. This nerve-racking, mother-penalizing situation has existed for one of us for several days, and it's almost more than either one of us can stand. On TV set to two families has forced us to accept a new kind of communal living. The little darlings play kick the can at one house, watch television at the other house, and have lunch wherever they might be. This has opened a whole new field of grocery buying, not to mention the necessary nighttime roll call! Perhaps, to misquote Dickens, "it would be far, far better thing than we have ever done to pool resources and purchase a second TV set" — — — MERCY!!!

VON'S and Shopping Bag
CHARCOAL BRIQUETS
COLLIER'S SAVE 30¢
10 LB. BAG **69¢**

MID-SUMMER SALE! LOOK AT THESE

Sizzlin' Savings!
These prices are hot, weather or not... so shop in cool comfort as you select your food needs at savings this week-end at Von's & Shopping Bag.

C.H.B. MAYONNAISE A Lift for Salads & Sandwiches 24 Oz. Jar 29¢ (SAVE 10¢)	LARGE EGGS Dundee—Strictly Fresh! Grade AA 33¢ (SAVE 12¢) Doz.	VONS SHORTENING It's Pure Vegetable 3 lb. Can 49¢ (SAVE 10¢)	BISQUICK FLOUR Betty Crocker's 12-in-1 Mix 40 Oz. Pkg. 35¢ (SAVE 14¢)
--	--	--	---

Check These Grocery Values!

IMPERIAL MARGARINE 1 lb. Can Ind. 5¢ Off 39¢	JERSEYMAID CATERING ASS'T. FLAVORS, 1/2 GAL. CAN. 59¢
ZEE PAPER TOWELS Ass't. Colors 22" Jumbo Roll 49¢	SOLID PACK 2 1/2" CAN. 25¢
CALO CAT FOOD Balanced Diet No. 1 Tall Can 89¢	REDWOOD EMPIRE FANCY—15 OZ. JAR 59¢
DISTILLED DRINKING WATER Deep Back Galois Jug 25¢	LIBBY'S 46 OZ. CAN. 49¢

Birds Eye VEGETABLE DISHES
FROZEN—10 OZ.—HEAT 'N' EAT **49¢**

Peas with Butter Sauce, Peas with Celery, Peas in Cream Sauce, Green Beans in Butter, Corn in Butter, Corn & Peas with Tomatoes

WONG'S DINNERS Shrimp Chow Mein, Cantonese Spare ribs, Sukiyaki, 11 Oz. Pkg. **49¢**

KOLD KIST CHILI & BEANS 16 Oz. Pkg. **25¢**

KOLD KIST BEEF STEW 16 Oz. Pkg. **35¢**

KOLD KIST CREAMED CHICKEN 16 Oz. Pkg. **49¢**

KOLD KIST SIRLOIN TIPS 14 Oz. Pkg. **49¢**

Cal Fame FROZEN DRINKS
CONCENTRATE—8 OZ. CANS **10¢**

Pineapple-Strawberry, Strawberry-Lemon, Raspberry-Lemon, Cherry-Lemon

VONS DELICATESSEN SPECIALS

Wilson's ALL MEAT 1 lb. Pkg. **49¢**

AMERICAN CHEESE Vons-Rich & Creamy Sandwich Slices **59¢**

POTATO SALAD Vons' Exclusive German Style 15 Oz. Cpn **33¢**

MEETER'S SAUERKRAUT Wisconsin Full Cr. Jar **39¢**

Micrin MOUTH WASH
14 Oz. Btl. **59¢**

98¢ Value!

Ice Cream JERSEYMAID CATERING ASS'T. FLAVORS, 1/2 GAL. CAN. **59¢**

Hunt's Tomatoes SOLID PACK 2 1/2" CAN. **25¢**

Apple Sauce REDWOOD EMPIRE FANCY—15 OZ. JAR **59¢**

Tomato Juice LIBBY'S 46 OZ. CAN. **49¢**

Trend Detergent LIQUID LOTION 22 OZ. PLASTIC **39¢**

TAX ADDED TO APPLICABLE ITEMS

VONS FRESH FRUITS & VEGETABLES

Potatoes U.S. No. 1 White Rose **10¢** Doz.

Sweet Corn COACHELLA VALLEY'S FINEST SWEET, TENDER, LARGE EARS **5¢**

Juicy Lemons THIN SKINNED LARGE SIZE **10¢**

Santa Rosa Plums 2:29¢

Triumph FINE AMERICAN MADE SNOW WHITE CHINA at SUPER SAVINGS

START YOUR SET NOW! 13 MORE WEEKS TO COMPLETE THE SERVICE. THIS WEEK'S FEATURE... JULY 18 THRU 24...

80¢ Value CUP Only **39¢**

With \$5.00 Food Purchase Exclusive of Fluid Milk, Tobacco or Alcohol

Week End Bakery Specials

VONS BAKERY

Vons' German Chocolate Cake SPLIT LAYER CHOCOLATE ICED **95¢**

Honey Crunch Bread 1 lb. 6 Oz. Snd. Large Loaf **33¢**

VAN DE KAMP'S

Milk Chocolate \$1.09 Cake... Ea. **1**

Apple or Raspberry Coffee Cake **29¢**

Blueberry Muffins . . Pkg. **33¢**

VONS BEST BUYS in TOP QUALITY MEATS

Round Steak The Choicest of the Choice Custom Trimmed for Top Value **63¢** lb.

Waste-Free, Full Cut **BONELESS ROUND 79¢**

Sirloin Tip Steak CUBE OR TOP ROUND BONELESS STEAKS **98¢** lb.

Beef Rump Roast CHOICE STEER BEEF CUSTOM TRIMMED **69¢** lb.

Boneless Roasts ROUND OR RUMP OVEN-READY **79¢** lb.

Fresh Ground Round EXTRA LEAN! **63¢** lb.

BEEF SHORT RIBS Extra Meaty Full Cuts **35¢**

STEWING BEEF Lean & Tender Boneless Cubes **69¢**

BOILING BEEF Economical Beef Plate **23¢**

FULLY COOKED HAMS

Farmer John Lean, Tender, Tasty, Deep Smoked the Slow Farmer John Western Way. THE FULL SHANK HALF No Slices Removed **39¢** lb.

WHOLE HAMS Fully Cooked 14-16 Lbs. Avg. **49¢**

BUTT PORTION Meaty Cuts 5 Lbs. Avg. **49¢**

HAM SLICES Lean, Tender Center Cuts **98¢**

Liquor Dept. Features

KENTUCKY BOURBON Old Col. Tyler Straight, 86 Proof You Save 30¢ **\$3.69** FIFTH

GIN \$2.99 FIFTH

VODKA \$2.99 FIFTH

SLICED BACON Farmer John Eastern Quality Western Flavor 1 lb. PKG. **59¢**

VEAL DRUMSTICKS T&M Frozen 12-oz. Pkg. **63¢**

Seafood Sea-lections

FRESH SALMON FILLETS 7 1/2" lb. **89¢**

FRESH SOLE SKINLESS FILLETS **79¢**

4 Fishermen—Frozen

SCALLOPS Breaded 7 Oz. Pkg. **49¢**

FISH STICKS Breaded 5 Oz. Pkg. **37¢**

Prices Effective Thu., Fri., Sat., Sun., July 18, 19, 20, 21 **at All 83 VONS Markets... Serving Southern California Best!**

Vita-Pakt Juice Bars FROZEN Pkg. 6 & 3 for \$1 **41¢**

Salvo Detergent tabs 44oz. Pkg. 3 for \$1 **37¢**

Waldorf Tissue 44oz. Pkg. 3 for \$1 **37¢**

Cascade Detergent FOR DISHWASHERS 20 OZ. Pkg., INCL. 7 OZ. **37¢**

Cut-Rite Plastic Wrap AIR-TIGHT... KEEPS SANDWICHES AND LEFTOVERS FRESHER LONGER 100 FT. ROLL **27¢**

Instant Coffee MAXWELL HOUSE BONUS PACK 12 OZ. JAR **\$1.49**

Gerber's Baby Foods

HI-MEAT DINNERS Assorted 4 1/2 Oz. Jar **29¢**

HI-PROTEIN CEREAL 8 Oz. Pkg. **23¢**

3841 E. SIERRA MADRE BLVD. (at Michillinda) Pasadena Upper Hastings Ranch Center



AL FOXTON

IS OPEN FOR BUSINESS AS USUAL

BETWEEN 6:30 A.M. & 7:00 P.M.
CLOSED ON SUNDAYS

WITH ALL OF OUR REGULAR SERVICES

THIS IS A \$50,000.00

REMODELING

TO BETTER SERVE THE PEOPLE OF SIERRA MADRE AND AREA —
WATCH FOR OUR GRAND OPENING LATTER PART OF AUGUST

115 W. SIERRA MADRE BLVD.

EL 5-2178



Bible Lesson

On 'Life' Sunday, July 18

The theme of God as eternal Life will be emphasized at Christian Science churches Sunday.

The Golden Text of the Bible Lesson on "Life" is from Psalms (42:8): "The Lord will command His loving kindness in the daytime, and in the night His song shall be with me, and my prayer unto the God of my life."

Related readings from "Science and Health with Key to the Scriptures" by Mary Baker Eddy will include this: "Whatever is governed by God, is never for an instant deprived of the light and might of intelligence and Life" (p. 215).

Attend the Church of Your Choice
This Sunday

Dr. Barnhart Defines Happiness

"Six Steps To Happiness" will be discussed by Dr. Barnhart at the Santa Anita Church of Religious Science, 226 W. Colorado Blvd., Arcadia, Sunday morning, July 21, at both the 9 a.m. and 11 a.m. worship services.

The definition of happiness, as given in the Science of Mind Textbook by Dr. Ernest Holmes, is a state of inner peace and a realization that joy can come to every man. It has a definite effect on mind, body and affairs. Child care is provided at both services.

Each Sunday at 9 a.m. there is a Junior Church for children from pre-school through eighth grade.

Mr. and Mrs. Robert Spencer conduct a Youth Activity for high school and first year college students at 7:30 p.m. Sunday.
Every Thursday at 11 a.m.

Anna Dozier conducts a Bible study class. All women are invited.

The public is invited to a Divine Healing service held at the church every Tuesday evening at 8 o'clock.

"Call HI 7-6162 for spiritual help," says Dr. Barnhart.

Bethany

Church Notes

Dr. and Mrs. Robert N. Schaper are spending the last week of their vacation at Forest Home Conference grounds this week assisting in the Church Music Conference as part of the faculty.

Their three children, Margaret, Bobby and Reed are also attending as well as Mark and Vicki Ankeny, Sharon Anderson, Norlee Bush, Lois Schilberg, Polly Kennard, and Alan Ower, all young people from Bethany Church.

They will participate in choir rehearsal and instruction for their particular age group, ending with a combined concert of sacred music on Saturday morning. The church annually gives six, one-half scholarships to the conference as part of the music training which the church supports each year. The campers will return on Saturday.

Dr. Schaper, pastor of Bethany, will return to the pulpit this coming Sunday after a month's vacation. He will preach both Sunday morning at the worship service at 11 and at the evening service which begins at 7 p.m.

The Voyager's Sunday School Class will hold their monthly Fellowship Party at the church on Friday, July 19 at 6:45 p.m. The class, led by Mr. Ken Dymmel of Pasadena and taught by Dr. Schaper is one of six adult classes at the church. Mr. and Mrs. John Angus of Sierra Madre and Mr. and Mrs. Rollin Mann of Duarte are hosts for the party, which has as its theme "A Night On the Golf Course."

Rev. Bob Harrison, Associate Evangelist with Billy Graham will be the main speaker at the bi-monthly Sunday School Worker's Conference to be held tonight, Thursday, July 18 at 6:45 p.m. in the church's Fellowship Hall. Mr. John Kershaw, Superintendent of the Sunday school, will preside. Mr. Harrison will sing several selections accompanying himself at the piano. He has traveled extensively in Africa and is able to speak first hand on the crucial problems facing the African today.

Mr. Harrison, a Negro, will speak on "Evangelism in the Sunday School" in preparation for the coming Billy Graham Crusade in August to be held in the Coliseum from August 15 through September 8. Bethany Church will participate fully in this campaign. Anyone may attend this meeting by simply calling the church before Thursday noon at 355-1409.

Guest Preacher To Be At Congregational

Rev. Karl Beilstein, minister of music at the Sierra Madre Congregational Church, will occupy the pulpit, as well as direct the choir this coming Sunday. At the pulpit, Mr. Beilstein's topic will be "What Do You Have In Your Hand?" He will conduct the choir as it sings "With a Voice of Singing," by Robert Shaw.

Following the service, which begins at 11 o'clock, there will be a dialogue discussion of the sermon, in the Olive O'Byrne Room. Children of the Primary Department and above are invited to accompany their parents to the first part of the service, retiring after the anthem to their class rooms. Church school for all ages, nursery through junior high, is also at 10 o'clock.

Rev. George Lindsay, resident minister of the church, is at Pilgrim Pines, Southern California Congregational Camp, this week, conducting a course on Christian Vocation for Ninth Graders.

Don't look now — but Right near you is THE PLAZA SHOP! Just off Baldwin at 39 EAST MONTECITO Dresses - Sportswear "Ask Trudie" — EL 6-1495

FEET ACHE, ITCH? 1/4 of all your bones are in the feet. No wonder they ache, swell, perspire, itch. Bathe feet twice daily with T-4-L Solution for relief of the 52 bones, 66 joints plus ligaments. Cut's athlete's foot, too (sloughs off infection — watch healthy skin replace it) or your 48¢ back at any drug store if not pleased IN ONE HOUR. TODAY AT HARTMAN'S PHARMACY.



REALIZING THAT the daily chore of planning interesting, nutritious, and economical meals is one of a home-maker's greatest problems, Ralphs Grocery Company announces a new customer service in the form of a "Recipe and Menu Planning Center" in all stores.

This center is extremely attractive and readily identifiable as it is built to represent an old New England type Maple "Hutch," with convenient racks to hold both Recipes and Menu Planners by Martha Randall, Ralphs Home Economist.

Provision is also made whereby the housewife may make suggestions or ask questions which will be given personal attention.

Home-makers throughout Los Angeles and Orange counties are invited to avail themselves of this newest Ralphs service.

Emmit Glanz

with a bachelor of science degree in journalism. He worked for three years in the sales and advertising department of a public utilities company in Buffalo before coming to California in 1953.

A resident of Sierra Madre for the past nine years, Glanz is a member of Montevia Elks Lodge No. 1427. He belongs to the Alhambra Post of the American Legion, where for several years he was assistant editor of the post publication The Legionnaire. Glanz is also in the Los Angeles professional chapter of Sigma Delta Chi, honorary journalism fraternity.

Evangelical BETHANY LUTHERAN CHURCH

La Tierra and Vinedo on Sierra Madre Blvd.
East Pasadena

Sunday School
9:30 A.M.
Worship Service
11:00 A.M.
Sermon:

(Nursery Provided)
NIELS C. CARLSEN, PASTOR

* FAITH LUTHERAN CHURCH *

The Lutheran Church — Missouri Synod
845 HASTINGS RANCH DRIVE — ARMIN W. HESSE, PASTOR
9:00 — SUNDAY SCHOOL PARENT-PUPIL SERVICE
(Sunday School Classes follow, 9:30-10:30)
10:30 — CONGREGATIONAL WORSHIP SERVICE
Conducted by Vicar Ronald Hofmann
A CHRISTIAN WELCOME TO YOU!

BETHANY CHURCH

(INTERDENOMINATIONAL)
Baldwin at Montecito Robert M. Schaper, Pastor
9:30 a.m.—Sunday School for every age group
9:00 — SUNDAY SCHOOL PARENT-PUPIL SERVICE
11:00 p.m.—Morning Worship
6:00 p.m.—Christian Endeavor for juniors through high school
7:00 p.m.—Evening Hour of Worship
8:30 p.m.—College Christian Endeavor
Dr. Schaper will preach at both worship services

First Church of Christ, Scientist

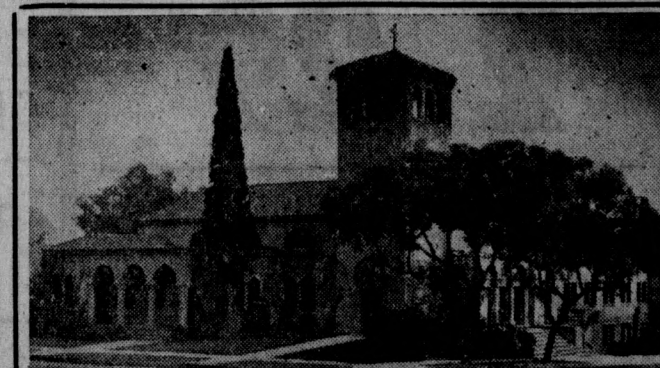
186 W. HIGHLAND AVE., SIERRA MADRE
Sunday Service (small children cared for) 11:00 A.M.
Sunday School for pupils up to age 20 9:30 A.M.
Wednesday Testimonial Meetings 8:00 P.M.
"Life"
READING ROOM, 22 N. BALDWIN AVE.
Daily Except Sundays and Holidays 12-5 P.M.
Saturday 10-5 P.M.

Santa Anita Church of Religious Science

226 W. Colorado Blvd., Arcadia HI 6-8206
DR. ETHEL BARNHART, Minister
SIX STEPS TO HAPPINESS
July 21 9:00 and 11:00 A.M.
Jr. Church 9:00 A.M. Youth Activity 7:30 P.M.
Divine Healing Meeting — Tuesdays 8 P.M.
Dial-for-Prayer, day or night, HI 7-6162

EPISCOPAL Church of the Ascension

N. Baldwin at Laurel
Rev. Harley Gibbs Smith, Jr., Rector
Rev. James H. Miller, Assistant Priest
Rev. Stephen Green, Assisting
SUNDAYS
7:30 a.m.—Low Mass
8:40 a.m.—Morning Prayer
9:30 a.m.—Sung Mass and Sermon, Coffee Hour.
7 a.m.—Daily Mass
Wednesday — 9 a.m. Mass



Sierra Madre Congregational Church

"The Church of the Singing Tower"
Church Service & Church School 10:00
"What Do You Have In Your Hand?"
Rev. Karl Beilstein, preaching
Junior High 7:00 P.M. College Age 8:00 P.M.

ANOTHER ONE..! CHAINWIDE GRAND OPENING CELEBRATION!

NEW HUNTINGTON PARK STORE
2661 E. FLORENCE AVE

PEACHES
New Crop LE GRAND
NECTARINES
2 lbs. **29¢**
Large Size

CARROTS
3 lbs. **25¢**

REMINDER!
REDEEM YOUR
CURRENT
**Swiss
Chalet**
AND GROCERY
COUPONS
GOOD THRU JULY 21

**CAMPBELL'S
SOUPS**
7 **\$1.00**
16-OZ. CANS
Save 16¢

**HUGGINS
YOUNG
COFFEE**
RED LABEL
10 **49¢**
16-OZ. CAN
Save 12¢

**OH BOY
PIZZA**
GEORGIA GOLDEN SHORE
SHRIMP
CREOLE
79¢
12-OZ. Pkg.
Save 10¢

LOW SHELF PRICES

KRAFT SALAD DRESSINGS THOUSAND ISLAND	8-OZ.	33¢
ITALIAN	8-OZ.	39¢
FRENCH	8-OZ.	29¢
ROKA BLUE CHEESE	8-OZ.	43¢
RALPHS POTATO BREAD	1-LB. 6 1/2-OZ. 10-PAK	33¢
GOLD MEDAL FLOUR	5-LB. 5-LB.	59¢

**RALPHS OWN
FRESH
BAKERY**

CINNAMON ROLLS	PKG. OF 6	29¢
HAWAIIAN DELIGHT CAKE	7-INCH 3-LAYER	89¢
	WHOLE	89¢
	HALF	49¢

STEAKS
T-BONE, CLUB
SIRLOIN TIP
95¢
ALL TAILS REMOVED
Save 2¢
U.S.D.A. CHOICE

ROUND STEAK
69¢
BEST CENTER CUT
Save 2¢
U.S.D.A. CHOICE

BREAKFAST OF BUTTER STEAKS
98¢
WELL TRIMMED
Save 2¢
U.S.D.A. CHOICE

PORTERHOUSE
\$1.15
WELL TRIMMED
Save 2¢
U.S.D.A. CHOICE

TOP SIRLOIN
\$1.39
WELL TRIMMED
Save 2¢
U.S.D.A. CHOICE

RUMP ROAST
69¢
WATERBURY CUT
Save 2¢
U.S.D.A. CHOICE

RUMP ROAST
79¢
WATERBURY CUT
Save 2¢
U.S.D.A. CHOICE

ROYAL BRAND CORNED BEEF BRISKET
59¢
PER LB.

FARMER JOHN SKINLESS PORK LINKS
23¢
1/2 LB. PKG.

FARMER JOHN SLICED BACON
55¢
1/2 LB. PKG.

**REQUIRES NO REFRIGERATION
CANNED DANISH BACON**
69¢
1/2 LB. CAN

FRESH HEN TURKEYS
39¢
Save 20¢
U.S.D.A. GRADE A—NEW 1963 CROP

FRESH FILLETS DOVER SOLE
79¢

ALL STAR CATSUP
10 **49¢**
16-OZ. BOTTLE
Save 6¢

WESSON OIL
25 **25¢**
34-OZ. BOTTLE
Save 8¢

POTATO CHIPS
49 **49¢**
FULL LB. PKG.
79¢ VALUE

ALL STAR TOMATOES
2 **29¢**
16-OZ. CANS
Save 17¢

DEL MONTE FRUIT COCKTAIL
2 **35¢**
17-OZ. CANS
Save 11¢

ALL PURPOSE DETERGENT
39 **39¢**
GIANT PKG.
Save 16¢

HELENE OF HOLLYWOOD LUSTRE CURL HAIR SPRAY
59 **59¢**
REGULAR OR HARD TO MANAGE
Save 23¢

SKIPPY PET STEW
2 **25¢**
14-OZ. CANS
Save at this low price!

CHICKEN PET DINNER
2 **27¢**
6-OZ. CANS

DAWN FRESH MUSHROOM SAUCE
2 **15¢**
16-OZ. CANS
Save 5¢

LAWRY'S SEASONED SALT
2 **43¢**
16-OZ. CANS
Save 6¢

PACIFIC STA CRISP
19 **19¢**
SALTED OR UNsalted
1-LB. PKG.
Save 10¢

RALPHS SALADS
29 **29¢**
HOLLYWOOD HEALTH FOODS
COLE SLAW, HEALTHY MACARONI OR POTATO
Save to 6¢

SAFFLOWER OIL
3 **\$1.00**
HEATED ON KTV CHANNEL 11
PRICE INCLUDES "3¢ OFF" LABEL
Save 8¢

MARGARINE
3 **\$1.00**
HEATED ON KTV CHANNEL 11
PRICE INCLUDES "3¢ OFF" LABEL
Save 8¢

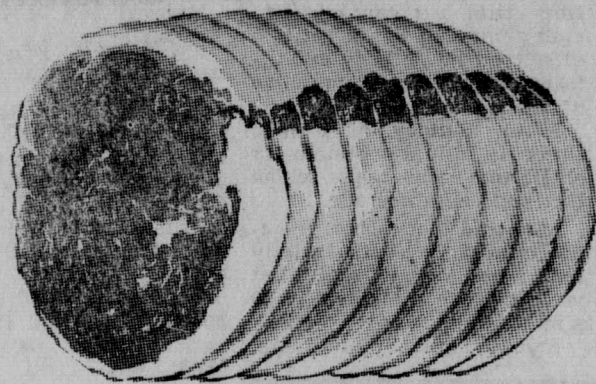
Save MORE...More WAYS at **Ralphs**

Huntington Dr. at San Gabriel Blvd.
Open Daily 9 A.M. to 10 P.M.; Sundays, 9 A.M. to 7 P.M.

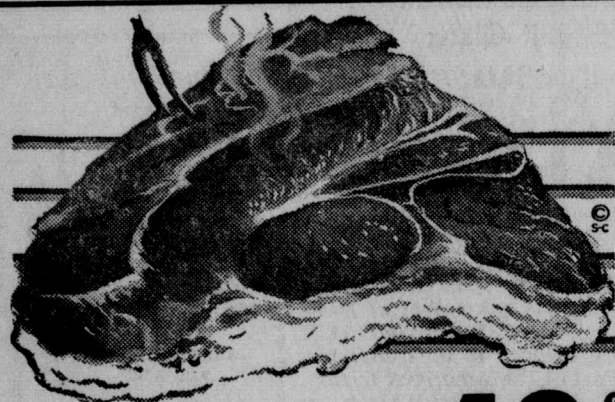
211 E. Foothill Blvd. at 2nd Ave., Arcadia
Open Daily 9 A.M. to 10 P.M.; Sundays, 9 A.M. to 9 P.M.

Our QUALITY MEATS ARE TABLE TREATS!

Fresh Lean CUBE STEAK 99¢ lb	Fresh FILET SOLE 79¢ lb
Fresh Cut-up STEWING CHICKEN 29¢ lb	Black Label Hormel's Finest BACON Lean Sliced 59¢ lb



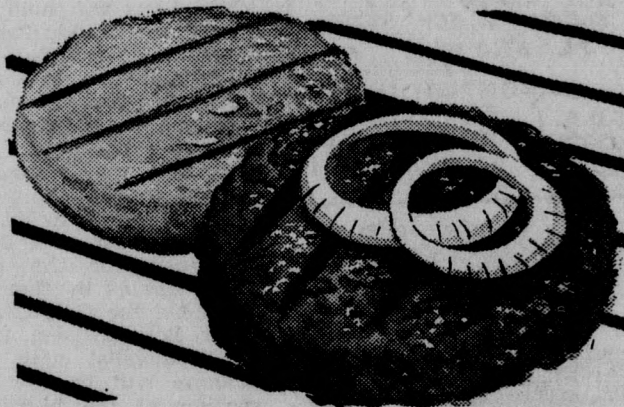
U.S.D.A. Choice Boneless
BEEF CLOG ROAST
Plain or Marinated **79¢ lb**



CHUCK FAMILY STEAK **49¢ lb**
Tenderize — Broil — B.B.Q.

Fresh Lean Stewing BEEF 79¢ lb	Home Made PORK SAUSAGE 43¢ lb
---	---

FRESH LEAN
GROUND BEEF
39¢ Pound **3 lbs. \$1.00**



Tender sweet
GOLDEN CORN

long ear **5¢ ea**

Fresh Marshburn Farms
CARROTS

1-lb. sack **5¢ ea**

Sweet ripe Thompson
SEEDLESS GRAPES

2 lbs. 29¢

Fresh crisp
CUCUMBERS

5¢ ea

EXTRA FRESH PRODUCE

Firm
Golden Ripe
BANANAS

2 lbs. 25¢

Ripe, Juicy
Freestone
PEACHES

2 lbs. 29¢

QUALITY FOODS

THRIFTY PRICES

FRIENDLY SERVICE

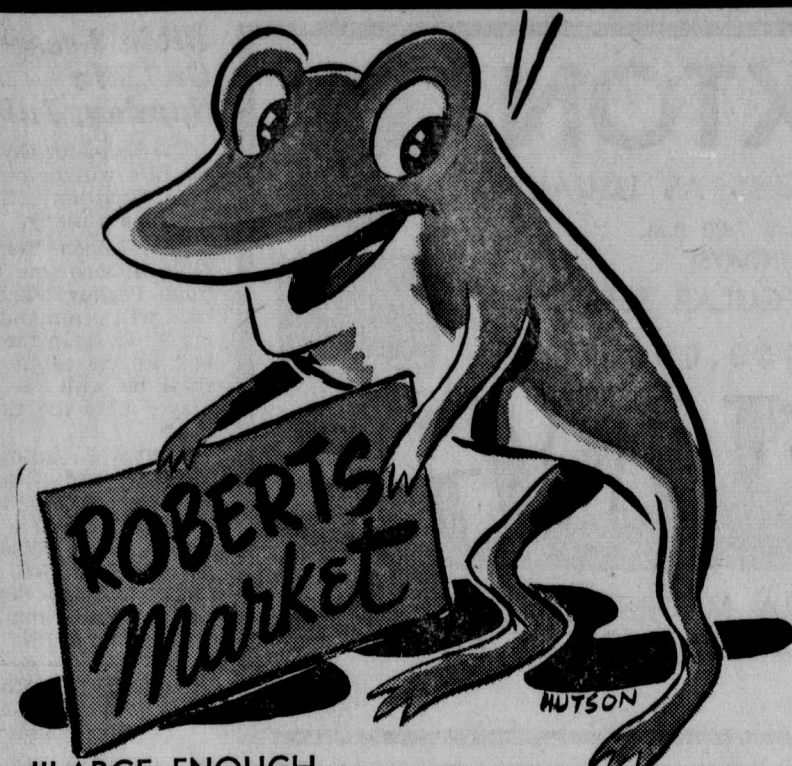
Heinz Strained
BABY FOOD 4 1/2-oz. jar **6 FOR 59¢**

ARMOUR
CHILI WITH BEANS 15 1/2-oz. can **29¢**

NEW! BY NABISCO
GUSTO SNACK CRACKERS 8 1/2-oz. pkg. **39¢**

For Pets
DOG-E-STEW 14 1/2-oz. can **6 FOR \$1**

BORDO
GRAPEFRUIT SECTIONS 1-lb. can **3 FOR 89¢**



"LARGE ENOUGH TO SERVE YOU
SMALL ENOUGH TO KNOW YOU"

PRICES EFFECTIVE
WED. - THURS. - FRI. - SAT.
JULY 17 - 18 - 19 - 20

HEAT 'N' SERVE FROZEN FOODS

Wong's
FROZEN CHINESE FOODS
CHICKEN or PORK CHOP SUEY
SHRIMP CHOW MEIN
EGG FOO YOUNG
FRIED RICE
SWEET & SOUR PORK
EGG ROLL **39¢**
49¢

B.E. Regular or French Style **5 FOR \$1.00**
GREEN BEANS

Roberts Market

HOME OF THE GREEN FROG
ON THE CORNER ON THE SQUARE
SIERRA MADRE

STORE HOURS
9 A.M. TO 7 P.M.

CLOSED SUNDAYS

KINGSFORD BRIQUETS 5 lbs. **49¢** 10 lbs. **89¢** 20 lbs. **\$1.49**

CATSUP Kern's 14-oz. Btl. **2 for 25¢**

COFFEE Sanka 5-oz. jar **79¢**

SALMON BUMBLE BEE FANCY PINK TALL CANS **49¢**

Hills -- All Grinds
COFFEE
2-lb. Can \$1.21
1-LB. CAN **61¢**

FREE -- FREE
With This Coupon
One Half Pound Pkg.
PURE PORK SAUSAGE LINKS
Void After July 20



ROBERTS
MANDARIN -- COTTAGE CHEESE SALAD LB. CUP **39¢**

RATHS
ALL -- MEAT WEINERS Lb. Pkg. **49¢**

ROCKY MT.
SLICED SWISS CHEESE 5-oz. pkg. **29¢**

ROBERTS HOME STYLE
STUFFED PEPPERS Pkg. of 2 **89¢**

Derby
TAMALES 13 1/2-oz. Jar **29¢**

STOUFFERS OLD FASHIONED
GREEN TOMATO PICKLES Pint Jar **45¢**

HAWAIIAN
CONCENTRATE PUNCH Pint **2 FOR 89¢**

Treesweet Pure
GRAPEFRUIT JUICE Lg. 46-oz. can **3 FOR \$1**

GIRARD'S
Olde Venice ITALIAN DRESSING 6-oz. bottle **29¢**

Editorially Speaking....

"He that covereth his sins shall not prosper." Prov-verbs 28:13.

A Good Show Coming

While California would have been delighted to play host to both Presidential nominating conventions next year, we are especially delighted that the Republicans are returning, because we think we landed the better show of the two, just as we did three years ago when the Democrats put on their whinger-dinger that sent Senator Kennedy into the campaign against Dick Nixon.

California, with its 40 electoral votes, obviously is a key area and the GOP will have a golden opportunity to show the Golden State firsthand just what it has to offer in Presidential timber as well as issues. From the indications given by the Young Republicans in San Francisco, the nominating convention in that same city next year will be a tough battle and an enlightening exposition of the various shades of political philosophy now contending for control in the Republican party.

We congratulate our successful opponent in the bidding for the Democratic convention, Atlantic City; and we heartily welcome back the Republicans. With the hope, we hasten to add, that they will add a vacation to their nominating chores and come visit all of us, from Oregon to the Mexican border.

U.C. Welcomes Reds

For better or for worse, Communist speakers now have access to the platforms on University of California campuses. The action of the Board of Regents in rescinding a 12 year old ban is incomprehensible to a great many Californians, but there it is.

Although much was said about freedom of speech, getting away from the vestiges of McCarthyism, and crediting our students with the ability to make sound judgments, the real point at issue bore on none of these.

Communism is by official government definition a foreign conspiracy dedicated to the overthrow of our political, economic, and spiritual way of life. Its spokesmen are pledged to support this foreign ideology, and are themselves slaves to it. Its purposes, aims and methods have long since been thoroughly revealed and publicized. The only thing a Communist is permitted by his Party to do on any lecture platform is, by one semantic means or another, to espouse the overthrow of our government and attempt to proselyte his audience.

The regents gave President Clark Kerr the authority to limit Communist appearances to debates in which knowledgeable opponents will have an opportunity to expose the distortions and untruths that make up the Red line. Rebuttal is better than nothing, of course, but it still is not at all clear why there is need for debate about Communism.

Bracero Reaction

When Congress acts, the public reacts. Witness these reactions to the recent House refusal to extend the bracero program:

David Smith, manager of the Woodland Chamber of Commerce: "Braceros create no police problems. They don't go around mugging people. We wonder what would happen to our city if the state sent us the castoffs — the unemployables — to harvest Yolo crops."

George Mock, Sacramento, Teamster vice-president: "No one can say for certain that growers will have all the harvest workers they will need next year. This uncertainty may lead to a drastic reduction in farm production and less work for cannery workers, drivers, warehousemen, farm suppliers, wholesale produce men, salesmen and retail clerks."

Edward Trussell, Salida: "The city dweller will wind up paying a lot more money for his vegetables because a lot of growers will simply be forced out and the scarcity will force prices much higher . . ."

And then, on behalf of those most directly affected, spokesmen for some 200,000 braceros in Mexico said recently:

"While people in Washington and Mexico City denounce bracerismo as slave labor, nobody has asked our opinion. We could cite a thousand cases of harder work at one-tenth the pay right here. But there is unemployment here. If our bracero contracts are not defended we will be forced to migrate illegally and seek work under much worse conditions."

Which pretty well covers the bracero situation.

Which Book Do You Read?

It has been some time now since the United States Supreme Court declared it to be unconstitutional to read the Bible in public schools. And we're still waiting for cries of "censorship!"

When State Superintendent of Public Instruction Dr. Max Rafferty suggested that the American Dictionary of Slang — with its definitive list of all the classic four-letter words in the vulgar tradition of our language — was not the best sort of reference work for public school libraries, the book defenders raised their indignant voices to high heaven. But not for the Bible.

There is one consolation. The Bible already is the all-time best seller. If human nature holds true, perhaps the Court's banning of it will make it also the best read book.

Washington sources report the Post Office is drawing heavy fire from business mail users who complain of increasing numbers of damaged parcel post packages resulting from mechanical handling equipment ostensibly installed to improve services.

Sierra Madre News

Published every Thursday at 9 Kersting Court, Sierra Madre, California, Los Angeles County, Post Office Box 37, Telephone ELgin 5-3324 or 5-3325.

The Sierra Madre News, Official Newspaper of the City of Sierra Madre is declared a Newspaper of General Circulation for the publication of legal notices, as defined by Section 4460 of the Political Code of the State of California, in the Superior Court of Los Angeles County August 19, 1956. Adjudication Decree Number, 404,764.

A First Class Newspaper entered as Second Class Matter at Sierra Madre Post Office October 2, 1906, under Act of Congress of March 3rd, 1879.

R. Robert Evans } Editors and Publishers
Peggy L. Evans }
Jack KennedyAdvertising and Merchandising Manager
Eloise ParkerClassified Advertising Manager
Martha SharpSociety Editor
Frederick SchweppePlant Superintendent

NOTE—The opinions expressed in credited columns of the Sierra Madre News are those of the writers and do not necessarily represent those of the News.
Letters addressed to the editor of the News are welcome, however, they must be signed with correct name of the writer. The writer's name will be withheld if requested. Individuals may feel free to express their ideas insofar as they remain within the bounds of propriety, however, letters attacking individuals or personalities will not be published.
Subscription Rates: In Los Angeles County — \$1.00 per year. Elsewhere in the United States \$3.50 per year. Foreign Countries, Air Mail, Second Class, priced upon Application. 10 cents per single copy.

Freedom At Any Price

by Henry V. Witty

Few writers have so effectively and in such few words stripped Socialism of its false spangles and trappings, as has E. Merrill Root in his essay, "The Endless Quest and The Eternal Now."

Using the epigram, "The road is always better than the inn as his underlying thesis the author says: . . .

We Don Quixotes of the world know that every inn — i.e. every 'security,' every comfort, every casual happiness, every pleasant place and thing, is good as an interlude and an hour's rest, but becomes evil if we make it an end.

" . . . Every creature in the noble drama of creation falls if it rates the inn above the road . . . The great prehistoric reptile (like socialists today) preferred the inn of the flesh-welfare, security — to the growth of the spirit: They sought their good in vast carapaces of bone. Abandoning spirit, awake and aware upon the road, they let the weight and trap of flesh engulf them in the lethargy of 'security' and sleep. And where are they now? They lie along the road like the fossils of history . . . We choose the inn and not the road, till we turn earth into a dormitory in the Latin sense — a place of sleep."

The author recalls his biology professor who in his "weaker moments" envied the clam. "And why? Because all a clam needs to do is to shut his shell and be 'safe' or to open his shell and eat. All his food and drink come washing in over him! — like a government subsidy. The clam is the lazy ideal of modern 'welfare' — to eat, to sleep, to reproduce. What oceanic featherbedding! What bivalve welfare!"

" . . . Who in heroic hours would choose to be a clam — a socialist? A clam's I.Q. is so singularly low, a clam's spiritual state is so singularly clammily! A clam never feels 'immortal longings' . . . or shares the agony and triumph of Christ dying on the cross and striding alive from the broken tomb.

"The clams — and this includes the socialists — of this world have found the inn but abandoned the road. And no heroic soul would exchange the tragedy out of which Rembrandt fused himself with the sun . . . for the happy inn of the salty clam . . . or the 'welfare' of the socialist taking the clam for his coat of arms . . .

"Yet how many do abandon the open road for the cakes and ale of the world's inns! . . . And what is it to 'settle down'? . . . It is to acclaim the arrival and to refuse the adventure . . . It is (and I say it reverently) — to be damned."

"For if I had to define Hell," says the author, "I would define it as pure Socialism; the place where supremely the soul 'settles down.' No place is more 'secure' than Hell. There you don't have to worry about the bread and circuses, the supply of heat, the daily brimstone: There you dwell secure in the Illfare State. There you have Infernal Security. There you abandon forever the eternal quest; there you accept forever the inn and the cakes and ale. That — I say it soberly, I say it reverently — is the essential Hell of it."

" . . . The life of our nation must not be an inn but a road. We must not seek just gimmicks and gadgets and soap to make even a 'delicate skin feel really clean' or government bloated into a huge and saccharine Santa Claus pouring goodies from an inexhaustible 'cornucopia' all 'absolutely free,' but a star over the open road which our Founding Fathers saw, and the eternal quest of freedom and organic growth (not synthetic 'progress') . . . The socialist on the contrary, like the prehistoric reptiles, is the impractical coward who destroys the very inn he craves by denying the road that he fears."

In discussing this road so feared by the socialists, the author comments: " . . . There are cross roads that tempt, seduce, and lure. There is Heresy Thruway; there is Beatnik Lane. To the world's immature these seem exciting; . . . There the world truly ends not with a bang but a whimper . . . There they exchange experience for experiment . . . the 'tiger, tiger burning bright' for the cool cat . . .

They cut their unbilical cords while they are still in the womb. And then they wonder that they die."

" . . . Seek and ye shall find, knock and it shall be open unto you! What we seek, that we find; at what door we knock, that only is opened to us."

So — says E. Merrill Root . . . "Let us Knights of the Spirit therefore take heart in our great struggle . . . We know why our war with the enemies of God and man is mortal and can find no armistice. For it is a war about first and last things, a war between those who see man as an accident that happened to an amoeba and those who see man as (potentially and in destiny) only a little lower than the angels. Ours is a crisis of history. Shall man — like the prehistoric reptile yesterday and the Socialist today — become a fossil by the road of history? Or shall man find the magic case-ments opening on the foam of perilous seas, the cities not made with hands, the Pearl of Great Price? And our defeat or victory depends essentially on how many of us, and with what reason and resolution, adhere to the forbidden faith (today) that 'the road is always better than the inn.'"

Your P.T.A.

1915 - 1921

By Eloise Parker

Oct. 16, 1916

The Sierra Madre Parent Teacher Association met Oct. 16, 1916 at 3 p.m. in the kindergarten rooms. The president, Mrs. Walker, called the meeting to order. Mrs. Kimball was appointed chairman of the courtesy committee. Mrs. Brown reported \$8.35 in the treasury.

The president suggested that the girls of the Literary Club be provided with some sewing. It was there-fore moved and carried that a committee be appointed to purchase dolls for the girls to dress for the holidays. Mrs. Rawharter was appointed chairman with the privilege of choosing her assistants.

A motion was made and carried instructing the secretary to write a letter of congratulations to Miss Newton, formerly in charge of the kindergarten. It was moved and carried that the Association purchase sewing material for two girls who would not otherwise be provided for their work in Domestic Science.

Mrs. Miller was appointed to purchase another picture to be permanently placed in the room having the largest representation of mothers and friends at three consecutive meetings of the PTA.

The roll call of those representing the different grades resulted as follows: Kindergarten, 12; 1st grade and part of 2nd (Miss Thompson's room), 4; 2nd grade and part of 3rd, (Miss Appleby's room), 9; 3rd and 4th, 11; 5th and 6th, 5; 7th grade, 10; 8th grade, 5; Domestic Science, 7.

The president introduced Dr. M. L. Hutchins, secretary of the WCTU Federation who gave an instructive talk on the temperance question. Mr. Maltbie spoke briefly regarding the work of the school for the coming year. The meeting then adjourned after which coffee and sandwiches were served by Mrs. Brown and Mrs. Miller, hospitality committee.—Clara B. Evans, recording secretary.

OUT OF THE COBWEBS

July 15, 1953

10 years ago

John Kennedy, head cashier at Roess', was named winner in the "Clerk of the Month" contest which started June 14 and ended July 10. The search for the most courteous, helpful and efficient clerk in Sierra Madre was sponsored by the Chamber of Commerce.

The Plaza Community Center Children's Home at 72 W. Alegria, a Sierra Madre institution for 29 years will be closed as of August first.

Paid attendance at the city-operated Canyon swimming pool established an all time record at least as far back as records go! Attendance, 307; receipts, \$93.55.

July 15, 1943

Sierra Madre buys bonds for cruiser, the City Council authorized the purchase of two \$1,000,000 War Bonds, the money to be turned over to the Cruiser Los Angeles fund.

Victory Gardening for fun keeps a fine taste and pays big dividends, Dan Reib of 75 Canon Ave. has just about the finest one around. His garden is in the neighborhood of 50 by 250 feet, a sizeable plot to cultivate these warm days.

Mrs. Rudolph Hartman of 460 N. Lima was hostess to a group of 38 of the staff and families of the Congressional summer vacation Bible school, Thursday, July 15, at a garden party.

Sierra Madreans don't like

Santa Anita Dog Training Group Obedience Class

The Santa Anita Dog Training Group will be starting obedience training classes this month in both Arcadia County Park, and Almansor Park, Alhambra. These classes are not just for the problem dog as every dog deserves an education. The course includes basic training and the correcting of bad habits such as barking, chewing, digging, housebreaking, etc.

The new class in Arcadia County Park will start on Tuesday evening, July 16, at 7 p.m., and the one in Almansor Park, Alhambra, will start on Thursday evening, July 25, at 8 p.m.

For further information call HI 6-6858 or EL 9-1481.

Round Table Discussion Group Meets July 19

"The Round Table," a single adult discussion group, announces another of its Friday night discussions on July 19, 7:30 p.m. in Pasadena.

Discussion topic for the evening will be, "Why Prejudice?" Refreshments and socializing will follow the discussion.

Purposes of the group are an exploration of new thoughts, a stimulating exchange of ideas as well as sociability.

Requirements to attend are that one be single in status, between the age of 35 and 45, of college level understanding and with some ability to verbalize thoughts.

"The Round Table" meets twice monthly. Those interested persons in Sierra Madre who can qualify, are cordially invited to call Beatrice Pettie, SY 6-8373 for any further in-

it any more than they like the getting along with the mileage afforded by the "A" gas ration book, but Postmaster Caukins announced that we are in for a one mail delivery a day for the duration, because of the shortage of help at the post office.

July 20, 1934

Miss Ethel Wragg, of Mexico City fell so in love with Sierra Madre while visiting here, that she went right out and proceeded to buy a home. It took her just 30 minutes to make her purchase. Miss Wragg bought the home of Ida Clark at 78 S. Hermosa.

The planning commission ok's the sub-division of De Wright's 10 acre plot on W. Grand View. The De Wrights selected the wooded section of the southwest corner as the site for the new home they are building.

Sierra Madre car owned by Al Belohlavek, placed third in the 25 lap main event at the Ascot Speedway last Wednesday. The car was driven by Frank Wearna.

From the old, old files Friday July 21, 1923

Change has been the order of the week at the Sierra Madre Furniture Co. on W. Central. Earl Topping has purchased this store and already extensive changes have been made.

People who sit in the front row of church are seldom the ones who need the sermon most.

All you have to do to go sleep is just try to stay awake.

The City Hall was dressed up in a new awning Monday. The work was done by the Sierra Madre Furniture Company.

Sierra Madre Women's Club met and organized and filled the vacancy in their numbers by securing Mrs. Steinberger to again act as president. Their annual mid-summer lawn fete is the center of interest and it will be August 3, on the beautiful lawn-gardens of the W. J. Lawless home, 506 W. Grand View.

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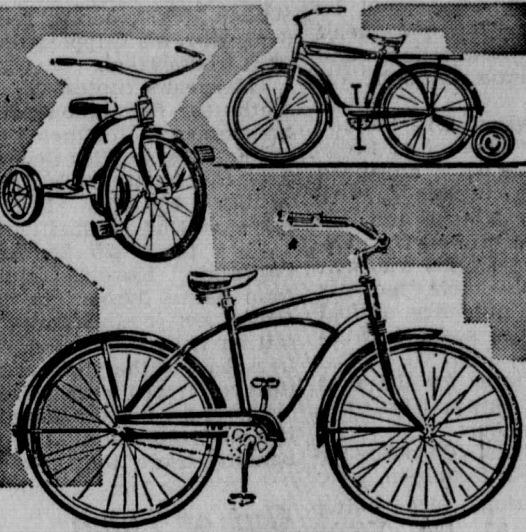
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140 WEST SIERRA MADRE BLVD.

Closed Sunday EL 5-6641

Open Friday Night Till 9 P.M. Use Your BankAmericard

NOW! EXTRA SANITARY WASHING AND RINSING WITH THE WORLD'S FIRST GAS DISHWASHER GETS DISHES SPARKLING CLEAN!



New Preway 180 gas dishwashers keep water at a superhot 180° throughout the final rinsing cycle. That's 40° hotter than most home dishwashers . . . hot enough to meet standards for restaurant dishwashers as specified by the Los Angeles Dept. of Sanitation. Hot enough to kill most harmful bacteria on dishes, glasses and utensils, too. • The Preway 180 works like a wonder. A special rack arrangement

prevents dishes from nesting together. This allows the twin "Hydro-Jet" wash arms to whirl water directly at every dish. Loosened food particles float away. • No need for pre-rinsing, either. Hydro-Jets scrub off dried-on food. Everything comes out perfectly clean and sanitary. • See the automatic Preway 180 gas dishwasher soon in principal Gas Company offices, or at Preway 180 dealers.



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This is just another reason why prescriptions today are one of the biggest bargains in history.

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Pharmacy
29 N. Baldwin EL 5-3311

Arcadia YWCA Sponsors Third Swim Session

Enrollment continues this week for the third swim class session sponsored by the Arcadia Young Women's Christian Association, and will continue through August 23.

The program will include Red Cross beginning, intermediate and advanced classes for children 4 to 12 years old. Mother and Me classes are offered for children under 4 years who will work with their mothers under the guidance of Red Cross YWCA swim instructors.

Special rates for the first hour of classes for the YWCA members.

Phone the YWCA office for additional information.

Registrations are being accepted at the YWCA office, 907 S. First Ave., week days between the hours of 10 a.m. to 2 p.m.

The Y is a Community Chest Agency.

Don't look now — but Right near you is THE NEAR SHOP! Just off Baldwin at 39 EAST MONTECITO Dresses • Sportswear "Ask Trudie" — EL 6-1495

Kiwanis Charity

The 24th annual Kiwanis charity baseball game to benefit underprivileged and crippled children will be played Monday night, Aug. 26, it was announced by Walter Meyer, acting president, Kiwanis Crippled Children Foundation.

This year's contest, which marks the foundation's 25th anniversary, features the red-hot Los Angeles Dodgers and Cincinnati Reds in a regular National League game at Dodger Stadium.

More than 225 Southern California Kiwanis clubs, from Santa Barbara to San Diego, are joining forces in selling tickets to the game. In regard to the purchase of tickets, Meyer emphasized: "In order for the foundation and individual clubs to benefit from the sale of

Out of Town Guests Visiting Hopkins Family

Mr. and Mrs. L. M. Waechter and daughter, Debbie, of St. Petersburg, Florida are visiting in the home of Bob and Dee Hopkins of East Highland.

Bob and Dee hope to crowd all the sightseeing possible into the two weeks they are having the Waechters as their guests.

Baseball Game

Tickets, fans must obtain their tickets in advance of the date through Kiwanis. Tickets purchased at the stadium will not provide funds to aid needy youngsters.

Meyer added that box and reserved seat tickets are available at regular prices, \$3.50 and \$2.50 each, respectively. Information on where to purchase tickets through Kiwanis is available by calling Doug Delahouke.

Red Cross Offers Home Nursing Course Via TV

Starting Saturday, July 20, on TV Channel 4, from 8 to 8:30 a.m., the Red Cross is offering a Home Nursing course. Persons watching the complete TV series every Saturday morning from July 20 to September 21, inclusive, will be eligible to receive a Red Cross Home Nursing Certificate provided:

- (1) Persons obtain current edition of the Red Cross Home Nursing Textbook (1963 revised edition);
- (2) Persons attend three practice workshops of two-hour duration held Aug. 6, 27, and September 24 at 9:30 to 11:30 a.m. at the Pasadena Red Cross Chapter, 48

Solar Eclipse Visible July 20

Smog or fog permitting, a partial solar eclipse will be visible in Los Angeles County on July 20 between the hours of 1 and 3 p.m. The maximum coverage, 26 percent of the sun's diameter by the disc of the moon, will occur at 2 p.m. Since the eclipse is an infrequent and interesting phenomenon, many adults will look at it and will permit or even encourage children to look at it without realizing that the viewing may result in serious damage to the eyes.

It is extremely dangerous to gaze directly at the sun, or at an eclipse of the sun, with the naked eye. Sun glasses, smoked glass, welders' goggles, gelatin filters, black pieces of color film and crossed polarizing or neutral density filters do not afford adequate protection against infrared or ultraviolet rays.

Moreover, it may be equally dangerous to view the sun or an eclipse through the rangefinder or the view-

N. El Molino Ave., Pasadena.

For further information and before coming to workshops, call SYcamore 6-9141. Classes are limited in number.

finder of a camera, or through a telescope or binoculars or a single or twin lens reflex camera. Any of these may act like a common magnifying glass focusing the sun's rays into the viewer's pupil which are then refocused on the retina with resultant impairment of vision or blindness.

Relatively safe viewing of the eclipse is possible if the individual uses two or three thicknesses of ordinary developed black and white photographic film—it must be developed film—sandwiched together. Even so, it is advisable to look at the eclipse for short periods only—no more than a few seconds at a time—before turning the eyes away from the sun's image for a rest.

Developed color film provides no protection whatsoever because the protective substance (silver) has been bleached out of it.

A completely safe way to view the eclipse is by indirect projection. If the pinhole camera or some other indirect viewing apparatus is too much trouble to make, the eclipse can always be watched on television. In the case of children, unless they are closely supervised, this is probably the safest way of all.

LEGAL NOTICE

ORDINANCE NO. 711

AN ORDINANCE OF THE CITY OF SIERRA MADRE OPENING AND DEDICATING A PORTION OF A PUBLIC STREET.

THE CITY COUNCIL OF THE CITY OF SIERRA MADRE DOES ORDAIN:

SECTION 1. The City Council does hereby find and determine that the following described parcel of real property is owned by the City of Sierra Madre, and is hereby named and designated Santa Anita Court:

Lot 68 of Tract 19415 per Map recorded in Book 509 Pages 3 and 4 of Official Records of Los Angeles County.

SECTION 2. The City Clerk shall certify to the adoption of this Ordinance and shall cause the same to be published in the Sierra Madre News, a weekly newspaper of general circulation and published and circulated in the City of Sierra Madre, by the City of Sierra Madre, on the 9 day of July, 1963.

SEVERIN L. SORESENSEN Mayor

ATTEST: L. MARIE WARFEL City Clerk

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) ss.
I, L. MARIE WARFEL, City Clerk of the City of Sierra Madre, do hereby certify that the foregoing Ordinance, being Ordinance No. 711 was introduced at a regular meeting of the City Council of the City of Sierra Madre held on the 25th day of June, 1963, and was duly passed, approved and signed by the Mayor and attested by the City Clerk at a regular meeting of said City Council held on the 9 day of July, 1963, by the following vote:

AYES: Councilmen Vannier, Abernethy, Rule, Parks and Sorensen.

NOES: None

ABSENT: None

L. MARIE WARFEL City Clerk of the City of Sierra Madre, California

Publish Sierra Madre News July 18, 1963

ORDINANCE NO. 710

AN ORDINANCE OF THE CITY OF SIERRA MADRE PROVIDING FOR A CHANGE OF ZONE (Rezoning) AND THE CITY COUNCIL OF THE CITY OF SIERRA MADRE DOES ORDAIN:

SECTION 1. The City Council finds and determines that the rezoning hereinafter set forth in Section 2 hereof was not recommended by the Planning Commission after public hearing duly held thereon; that this City Council has heretofore held the required public hearing with respect thereto pursuant to State Laws and Local Ordinance; that the City Council has indicated its intention to rezone such property and has asked the Planning Commission for a "report" under the State Planning Law; that the Planning Commission has recommended against such rezoning; and that said rezoning hereinafter set forth is for the welfare and benefit of the City of Sierra Madre.

SECTION 2. The following described property is hereby rezoned from R-2 to C: Lot 7, Prospect Tract, further described as 366 West Sierra Madre Blvd.

SECTION 3. The City Clerk shall certify to the passage and adoption of this Ordinance, and to its approval by the Mayor and shall cause the same to be published once in the Sierra Madre News, a newspaper of general circulation, printed, published and circulated in the City of Sierra Madre.

Passed, approved and adopted this 9 day of July, 1963.

SEVERIN L. SORESENSEN Mayor of the City of Sierra Madre, Calif.

ATTEST: L. MARIE WARFEL City Clerk of the City of Sierra Madre, Calif.

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) ss.
I, L. MARIE WARFEL, City Clerk of the City of Sierra Madre, do hereby certify that the foregoing Ordinance, being Ordinance No. 710 was introduced at a regular meeting of the City Council of the City of Sierra Madre held on the 25th day of June, 1963, and was duly passed, approved and signed by the Mayor and attested by the City Clerk at a regular meeting of said City Council held on the 9 day of July, 1963, by the following vote:

AYES: Councilmen Vannier, Abernethy, Rule, Parks and Sorensen.

NOES: None

ABSENT: None

L. MARIE WARFEL City Clerk of the City of Sierra Madre, California

Publish Sierra Madre News July 18, 1963

CERTIFICATE OF BUSINESS, FICTITIOUS NAME

The undersigned does hereby certify that a business at 1039 N. Allen Ave., Pasadena, California, under the fictitious firm name of Regal Hand Laundry and Dry Cleaners and that said firm is composed of the following person, whose name in full and place of residence is as follows:

Leo E. Birdwell, 908 Rio Grande St., Pasadena, California, 9104

Dated July 2nd, 1963

LEO E. BIRDWELL

State of California, Los Angeles County:

On July 2nd, 1963, before me, a Notary Public in and for said State, personally appeared Leo E. Birdwell, known to me to be the person whose name is subscribed to the within instrument and acknowledged he executed the same.

J. Leslie Freels, Notary Public

Publish Sierra Madre News July 11, 18, 25 and Aug. 1, 1963

Villa Views

By
Toni Maurin

SYcamore 7-9634

Along about this time every year a melancholia comes over me about the lawn and garden. I don't know why it seems so important that the dichondra be pure of any foreign growth, but it seems to be. Maybe it is because it is one goal I know I could achieve if I keep a twenty-four hour vigil. Trouble is, I don't want to sit out there and watch nature take over. I'm a sucker for all of the ads. I de-fungus it, de-worm it, de-weed it, all with the aid of chemicals. Then I turn around and I start stimulating the growth. I seed it, I put on chemicals to make it green, I put on chemicals to make it grow, and then I put on the cheapest one of all, gypsum so the poor old tired ground can open its little pores and let all of the junk in. What do I end up with? Simple, the healthiest weeds in town!!!

Parties and trips and moving continue to cop all of the headlines in this area.

The first party I might mention was a shower honoring Miss Jackie Paquette. She will be leaving before too long to take up studies at New Sharon, Pennsylvania. The party was held in the home of Mrs. Ben Rogers and co-hosted by Mrs. Charles Klingerman. The house was a picture with "borders of flowers" everywhere you looked, and I might add, all from Chuck Klingerman's garden.

The invited guests included Mrs. Ralph Paquette and Linda and Dee, Jackie's mother and two sisters, Janice Klingerman, Mrs. Richard Schmitt, Mrs. Dale Hicks, Mrs. Ralph Rogers, Mr. R. H. Garretson, Mrs. Keith Frick, Mrs. Robert Box, Mrs. Henry Goode and Gail Goode, Mrs. Robert Gingham and Mary Ann Gingham, Mrs. George Amthor and Georganne Amthor, Mrs. Arturo Gutierrez and Elena Gutierrez, Mrs. John Eppard, Mrs. Ernest Maurin, Mrs. Carl Mounter and Patti Mounter, Mrs. Jim Germain, Mrs. John Wiles and Joan Wiles, Mrs. G. F. Moynahan, Mrs. Madalin Schmitt, Miss Ann Schmitt, Mrs. Helen Covarrich and Miss Ann Michener.

Had a long talk with Betty Knoll the other day to find out what is happening up on her hill. They sold their home in May and have been living there until the new owners, Mr. and Mrs. David Bowman can make plans to move in. They, Betty, Mel, and the children will be leaving the first of August to spend the balance of their summer in Lake

Tahoe where they bought a cabin. When they return they will take up temporary residence in an apartment until the completion of their new home which will be practically next door to the one they just sold.

When Peg and Ken Christianson asked us to come up for a swim and picnic with our four children and some of the neighbors I couldn't believe it. "What can I bring?" "Nothing," she said firmly, so nothing I brought except a large brood of hungry kids. What a day it was for all that came. Happy full kids and equally happy parents. They have what is known as a talent for making everyone that visits them feel exceptionally welcome. Hats off department! The other guests were Lois and Hal Billings with their two children, Robbie and Jody, Bob and Nancy Mueller with Steve and Melissa, Alkman and Sallie Armstrong with Kit and Hank, Charles and Chrys Goldsworthy with Charlie and Nancy, Gene and Liz, Cy Rode with Ben and Liz, Jim and Jane Smith with Duncan, and of course, Paul, Sherri, Debbie, and old Eric, our four.

The Rosemary Bridge Group No. 2 surprised Mrs. William Rittenhouse with a farewell gift Wednesday when they met at the home of Mrs. Gene Rode. The Rittenhouses will be moving back East some time in August. I'll get the address for you later. Those on deck for the day were Mrs. Wells Pleas, Mrs. Kenneth Christianson, Mrs. Charles Hardison, Mrs. Charles Goldsworthy, Mrs. James Smith and Mrs. Sidney Parker.

I caught Mrs. Walter (Pat) Opp of Claremeja just as she had suds up her hair the other day. She said she just didn't have any news for me except that they were going to Hawaii in August. That's not news?

Oh there is good news in the Parks household this month. Mr. and Mrs. John W. Park of Villa Rica became the parents of a 9 pound 1 oz. baby boy on July 6. That in itself is wonderful enough, but when he is only the second boy in a family that already has eight children, it is super good news.

They have named him Robert Gerard. His sisters and brother are Susan, 14; Nancy, 12; Kathy, 11; Johnny, 9; Mary, 7; Ann, 5; Gigi, 4, and Monica who is just two.

Congratulations!

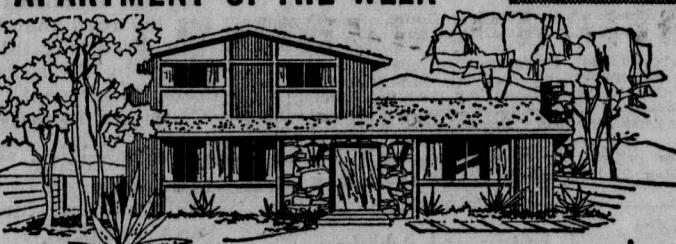
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SUMMER HOURS — JULY & AUGUST
MON. thru FRI. 9 A.M. to 5 P.M.
SATURDAYS 9 A.M. to 1 P.M.

56 W. Sierra Madre Blvd. EL 5-3385

APARTMENT OF THE WEEK



A ROGER TURNER DEVELOPMENT • Sierra Madre—Beautiful new apartments at 283-291 West Montecito have 1, 2, 3 bedrooms, carpeting, sound-proofing, air conditioning, pullman baths, private patios, central water heating, ash cabinets, Roper Charm gas ranges. Furnished or unfurnished. Call Manager at 447-7814

BALANCED POWER Apartments give you the best of modern gas and electricity.

Balanced Power Homes

THEY'RE IN SEASON...EAT PLENTY OF FRESH FRUITS AND VEGETABLES...BUT PICK THEM *Fresh* AT YOUR A&P!

Farm Fresh Sweet

Corn 1 Dozen ears **39¢**

Sweet Red Ripe **WATERMELON** **2 1/2¢** lb

BANANAS Golden Ripe 3 lbs. **29¢**

MUSHROOMS Tender Tasty 1/2-Dry Pint **23¢**

LETTUCE Fresh Crisp Heads 3 FOR **29¢**

10c OFF DEAL NEW BLUE RINSO*

Giant Pkg. 55¢

SUNNYFIELD TOP QUALITY BUTTER

1-lb. Pkg. 67¢

U.S.D.A. GRADE "A" CORNISH CROSS FRYING CHICKENS

WHOLE BODIED 27¢ lb.

SPLIT, QUARTERED OR CUT UP...31¢

U.S.D.A. Grade "A" Frying Chicken Parts

BREASTS Rib Attached **55¢**

WINGS Economical and Meaty **25¢**

LEGS & THIGHS **49¢**

BACKS & NECKS **9¢**

Cap'n John Eastern Seafood

Whiting Fillets **39¢**

Cod Fillets **43¢**

OCEAN Perch Fillets **49¢**

Haddock Fillets **55¢**

SUPER-RIGHT SMOKED BACON CANADIAN STYLE 1 1/4 to 2-lb. Pieces **79¢ lb.**

FARMER JOHN PURE PORK SKINLESS LINKS 2 8-oz. Pkgs. **49¢**

SUPER-RIGHT LUNCH MEAT BOLOGNA, OLIVE OR PICKLE LOAF 6-oz. Pkg. **29¢**

A&P FINEST QUALITY APPLE SAUCE 2 1-lb. Cans **29¢**

KNUDSEN Cottage CHEESE Pint Ctn. **29¢**

PROGRESSO TOMATO JUICE 2 1-qt. 14-oz. Cans **35¢**

HI-C GRAPE OR ORANGE FRUIT DRINKS 1-qt. 14-oz. Can **29¢**

RED WINNER California TOMATOES 6 1-lb. 12-oz. Cans **1.00**

LANGENDORF Rum Ring CAKE 12-oz. Size **43¢**

RISE SHAVE CREAM* 15c off Large Size **64¢**

Presto BRIQUETS* 20 -lb. bag **99¢**

CANADA DRY Ass't Flavors BEVERAGES 12 12-oz. cans **89¢**

A&P Vacuum Pack COFFEE All Grinds 1-lb. can **49¢**

C&H Cane SUGAR 5-lb. bag **59¢**

Prices Effective Thurs., Fri., Sat. & Sun., July 18, 19, 20 & 21

HASTINGS RANCH SHOPPING CENTER 3745 Foothill Pasadena

AP Super Markets AMERICA'S DEPENDABLE FOOD MERCHANT SINCE 1859

Blue Chip Stamps given on all items except alcoholic beverages, tobacco products, fluid milk and cream

Community Pool Operation Good

SM Parks and Recreation Report On Regular Meeting

The regular meeting of the Sierra Madre Parks and Recreation Commission met Thursday, June 27. Before the meeting was called to order by Chairman Anthony, an informal discussion was held with members of the Sierra Madre Baseball Association.

It was announced that Sierra Madre will be the host for the area play-off of Little League, also the Baseball Association is planning a picnic on September 21 for all parents interested in baseball, at which the association would furnish the dessert.

It was the opinion of the three Baseball Association members present that a good season was had by all.

A report on the community pool shows that operation has been doing very well despite unfavorable weather, and family pass sales are ahead of last year. Concession sales at the pool are doing well and the sale of hot dogs has been initiated.

The Recreational Director stated that bids are being obtained for a sprinkler system at Sierra Vista Park. It was suggested that a horse trail opened in the Bailey Canyon might prove very popular, also a letter suggesting the formation of a marching band was received and passed on to the Band Director, who has stated his plans for this eventually.

It was reported that the attendance at the last Teen Dance was poor, despite the fact that the band was one of the best, it was suggested that a sign-up sheet be posted in the lobby of the pool inquiring interest in dances and teen night at the pool.

A letter from Senior Citizens Committee reported everything was progressing well for this group. A report on their future plans and needs was requested so they could be tied in with the plans being made for Memorial Park and the Civic Center Development.

A letter of thanks from the Sierra Hastings District of Camp Fire Girls for the use of Memorial Park for their fly-up was recognized. The Recreation Director advised the Commission of the reappointment of Councilman Abernethy to the Parks and Recreation Commission as a replacement for Councilman Parks, also that Mr. Vern Foster will fill the expired term of Comm. Sheets.

Use the Classified Ads and turn Your Used Merchandise Into Cash

Letters to the Editor . . .

I may not believe in what the man says, but I will defend to my death his right to say it.—(similar words of Voltaire) Dear Editor:

In view of the long letter attacking UNICEF (and from a non-Sierra Madrean) in the June 27 issue of the News, and in the interest of objectivity in presenting important issues, I thought you might like to print this article, from the June, 1963 issue of the American Association for the United Nations News.

—GEORGE W. LINDSAY
THE RUMOR FACTORY
This issue of the Rumor Factory section pays attention to the recurring attacks made on the UN International Children's Fund (UNICEF). Usually, these attacks come just a day or two before the October Trick or Treat Program of the U.S. Committee for UNICEF, so that the maximum harm can be done in communities where the project is carried out.

An editorial in the Keene, N.H. Evening Sentinel is so valuable in its presentation of the facts that it is reprinted here for your information:

THE GREAT LIE
The alleged subversive-hunters, who themselves function in a manner as subversive as anyone they may be hunting, produced a propaganda piece a few months ago which has cropped up again in the area. It's one of those dope sheets which attempts to discredit the United Nations Children's Fund (UNICEF).

The "fact sheet" runs through the same old scare tactics, the same old distortions, and the same old deliberate lies.

The "patriot" who produced it originally is unknown, of course, since the self-styled nation-savers frequently operate anonymously.

One of the numerous, vicious distortions made about the UN agency, which puts food into the stomachs of hungry mothers and children around the world, — regardless, fortunately, of what their political leanings are, if they happen to have any — is that "this money is spent on a World Welfare State, where we as U.S. taxpayers have no control over it."

The propaganda piece concludes: "The Constitution says that they shall not spend federal funds except for the general welfare of the citizens of these United States. Of the 120 people listed (list available), every one of them is connected with the communist movement in the United States. They all have or do now hold key positions in UNICEF. Shall we continue to support something we have no control over, and where there is a definite communist influence and control?"

There's an old saw in the newspaper business which allows that a lie can get half-way around the world while the truth is just getting its pants on.

In an attempt to help the truth get dressed a little faster, perhaps in time to catch up with the lie, here are the facts — not propaganda — on UNICEF. They can be easily checked through the American Association for the United Nations, comprised of reputable, distinguished Americans whose loyalty is beyond doubt.

One of the most common lies circulated about UNICEF is that the Communists are using it as an area of

subversion. The truth is the UNICEF Executive Board, which is its policy-making body, consists of members from 30 nations elected by the General Assembly. The board members from 30 nations elected by the General Assembly. The board that took office last year had three Communist members; and since all decisions are made by a majority vote — with no veto power or anything resembling it — there is no possibility that the three Communists can exert decisive influence. The Administrative and Operational Staff, which carries out the Executive Board's decisions, has 556 members. Only four of them come from Communist countries.

Despite the tiresome propaganda that UNICEF renders no service to children or mothers, but to their governments, more than 56 million children and mothers were aided by UNICEF in 1960 alone. In its first 15 years, the organization made it possible for more than 181 million children and mothers to be vaccinated for tuberculosis or treated for yaws, trachoma and related eye diseases.

Another lie is that Communist countries have been able to make a racket out of UNICEF, and that they receive many times what they contribute. In the past ten years, only two Communist governments have received UNICEF assistance. They are Poland and Yugoslavia. During that whole period, the assistance amounted to only 2.8 percent of the total allocations.

When they see distorted one-sided propaganda being distributed by unidentified persons in an effort to discredit UNICEF, discerning and fair-minded people should recall one of the fundamental beliefs of the late and unlamented Adolf Hitler.

Hitler declared: "In the size of the lie there is always contained a certain factor of credibility, since the great masses of the people . . . will more easily fall victims to a great lie than a small one."

This is precisely the technique used by the subversive anti-subversives in their effort to discredit the United Nations and its member agencies. Intelligent Americans should bear this in mind, whether the propaganda is being circulated in Cheshire County or Chattahoochee.

Geraldine Tucker Queen For a Day

Mrs. Geraldine Tucker, wife of patrolman Douglas Tucker of 62 W. Alegria has been chosen as "Queen For the Day," on the ever popular Jack Bailey's television show, "Queen For a Day."

Geraldine was taken by complete surprise by the honor. The Tuckers had relatives visiting them from the East and had obtained tickets to the show for the relative's benefit, when the "Wish Cards" were filled out, Geraldine had no idea hers would be the winning one.

The program is filmed and taped for a broadcast at a latter date. The particular one viewing Mrs. Tucker and disclosing her "wish" will be broadcast Friday, July 19.

Sierra Madre Churches Welcome You

New Books At Local Library

Caldwell, Taylor. The Late Clara Beame — a crime club selection.

Ewing, David W., ed. Incentives For Executives. Forbes, Stanton. Grieve for the Past — a mystery.

Marshall, Edison. The Pagan King — a historical novel.

Popular Guide To Government Publications — reference.

Rockwell, Mabel. California's Sea Frontier — the Channel Coast.

Tompkins, Walker. Santa Barbara Yesterdays.

Dividend

Security First National Bank's board of directors Tuesday declared the usual quarterly dividend of 40 cents per share on the common stock, payable August 5 to shareholders of record July 16.

Attend the Church of Your Choice This Sunday



Crib Crop

Augustine Thomas Jr. is the name chosen for the new baby boy born to Mr. and Mrs. Augustin T. Rillorta of 15 W. Carter Ave., at St. Luke's Hospital on June 28. The new arrival weighed in at 8 pounds 13 ounces, he is the third child, having a sister, Linda, 9, and a brother, Benjie, 6.

Paternal grandparents are Mr. and Mrs. Benito Rillorta, 475 N. Sunnyside and the maternal grandparents are Mr. and Mrs. Benjamin Imordino of Pasadena.

Little Augustin Jr. boasts maternal great grandparents, Mr. and Mrs. P. Mastrogiovanni of Detroit, Mich. and paternal great grandmother Mrs. J. DeCastro of the Philippine Islands.

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INSURED, CHARTERED AND SUPERVISED BY AGENCIES OF THE UNITED STATES GOVERNMENT

Answers to key questions about the investor-owned electric utility industry and the all-electric future

Did you know you probably "own" part of the electric utility industry? Nearly everyone in the United States has a stake in the future of the investor-owned electric utility industry. It's a fact! If you have a bank account, carry insurance, belong to a "fund" or any organization with money to manage, you are probably an indirect owner—since all these types of institutions are investors in electric utility company securities.

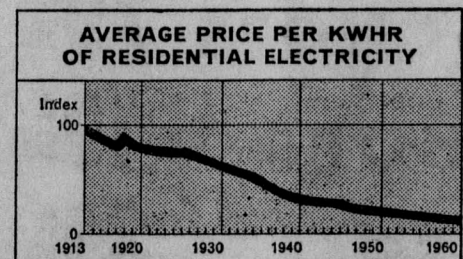
How about the direct owners? There are some four million direct owners of America's business-managed electric utility industry: men and women who have invested their savings in companies such as Southern California Edison. More than 100,000 people like you and your neighbors are investors who directly own Southern California Edison. No wonder Edison service is perpetually polished and perfected. The boss is all around us!

INVESTORS IN THE ELECTRIC INDUSTRY	
DIRECT INVESTORS	
Shareholders	4 million
Bondholders	Number unknown
INDIRECT INVESTORS	
Life Insurance Policyholders	130 million
Mutual Savings	
Bank Depositors	22.5 million
Members, Shareholders, Policyholders in Charitable, Fraternal, Religious, Educational Organizations and Foundations	Total number unknown

This table shows the ownership of America's electric utility industry. It's a picture of power widely owned and well-managed for the benefit of almost everyone.

What effect has investor-ownership had on the cost of electricity for you and your family?

Despite rising costs and rising prices everywhere else you look, the cost of the average kilowatt-hour of electricity to the residential consumer in America has gone steadily down (see chart below).



One big reason for this: the business-managed companies are constantly protecting the interests of their customers (who are also their owners) by increasing efficiencies to make electricity one of our age's biggest values.

Here in Central and Southern California, the record has been outstanding. The average cost of a kilowatt-hour of electricity to Edison residential customers is 26% lower today than it was in 1939.

For more details, send for your copy of "The Answers to 30 Questions." Write: Advertising Department, Southern California Edison Company, P.O. Box 351, Los Angeles 53, California.



Southern California Edison



WHAT IS A HOME WITHOUT A PHONE?

Handy phones make happier homes. Modern telephone conveniences are yours for the asking — wall phones, small phones, colored phones — just call our local business office.

California Water & Telephone Company
Serving the expanding Southland with essential services

Chairman, quality control

Meet the most important person in our lives: A customer. As an investor-owned, business managed company, all Southern California Edison plans and all Edison people have the one big objective: Customer satisfaction. We move ahead only as we serve and please our customers. Happily for us (and for our 120,000 stockholders) electric living grows and grows in popularity. People say nice things about the quality of our service. And Edison electricity continues to be today's biggest bargain! You have an important stake in the electric utility industry. To find out about it, please read right.



Del Monte WEEK



Prices Effective Wed. - Thurs. - Fri. - Sat., July 17 - 18 - 19 - 20

Open 9 A.M. to 9 P.M. — Closed Sundays

 15¢ 14-oz. bottle	 Sweet RELISH 12-oz. 4 FOR \$1.00	 Del Monte KOSHER DILLS 22-oz. & SWEET Pickles 12 oz. 3 FOR \$1.00	Fleischmanns OLEO 3 lbs. \$1.00	Frozen Foods Rosarita Mexican Dinners CHEESE ENCHILADA BEEF ENCHILADA COMB. PLATE MEXICAN DINNER 39¢ ea
 Pineapple-Grapefruit JUICE 46-oz. tins 29¢	 Mandarin Orange Sections 11-oz. tins 4 FOR \$1.00	 Mary Washington Asparagus Picnic tins 3 FOR \$1.00	Nabisco Premium Snowflake Crackers 29¢ pound box	Birds Eye Frozen STRAWBERRIES 10-oz. pkg. 4 FOR \$1.00
 Early Garden Green Peas 303 tins 5 FOR \$1.00	 Tomato Sauce 13 FOR \$1.00	 Light Meat Chunk Tuna No. 1/2 flat 4 FOR \$1.00	Flannel Back TABLE COVERS 54" x 72" REGULAR PRICE \$2.98 Now Only \$1.98 plus tax	Oreida Shoestring POTATOES 12-oz. pkg. 5 FOR \$1.00
 Whole Green Beans 303 tins 4 FOR \$1.00	 Stewed Tomatoes 303 tins 5 FOR \$1.00	 Cream Style Golden Corn 303 tins 6 FOR \$1.00	Dunbar Small CLEANED SMRIMP 49¢	Rath Chopettes PORK OR BEEF 39¢ pkg.
 Peaches No. 2 1/2 tins 4 FOR \$1.00	 Fruit Cocktail 303 tins 5 FOR \$1.00	 PEARS 303 tins 4 FOR \$1.00		

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U.S.D.A. CHOICE OR PRIME SPRING LAMB SALE

Leg o' Lamb
65¢ lb

SMALL LOIN CHOPS \$1.05 lb
LARGE LOIN CHOPS 79¢ lb
PIN BONE CHOPS 49¢ lb
LAMB PATTIES 39¢ lb

Zwan Brand 5-lb. can
CANNED HAM \$4.59 ea.

Young Tender BABY BEEF LIVER 59¢ lb

Fresh -- Local SWORDFISH STEAKS \$1.19 lb.
 XLNT FOR YOUR BAR-B-Q

Morrell Pride
 GRADE — A —
BACON 59¢ lb

All Beef -- Fresh Sliced BOLOGNA 49¢ lb

Fresh OCEAN PERCH 59¢ lb

Fresh Produce

Large Local TOMATOES 19¢ lb

Large Solid LETTUCE 2 heads 25¢

Sweet Tender CORN 5¢ ea
 FRESH DAILY FROM CHINO

Long Green CUCUMBERS 5¢ ea

Red Ripe Whole WATERMELONS 3¢ lb

Large Yellow PEACHES 15¢ lb

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